ENGINEERED FOR BUSINESS

JUNE 2013 / ISSUE NO. 4

CORE BRAND IDENTITY GUIDELINES

EPSON EUROPE

Confidential
Not for external distribution

INTRODUCTION
Welcome 03

SECTION 1:
BRAND POSITIONING 04
Our brand positioning and values 05

SECTION 2:
VISUAL IDENTITY ELEMENTS 06
Overview 07
Look and feel 08

Logo 09
Basics 10
Exclusion zone 11
Size 12
Colourways 13
What to avoid 14
Positioning overview 15
Positioning on the grid 16
Positioning alongside third party logos 17

Colour palette 18
Core colour palette 19
Highlight and POS colours 20

Typography 21
Typeface 22

Graphic device 23
The core shape 24
Cropping the device 25
Do’s and don’ts 26
Creating opacity 27

‘ENGINEERED FOR’ Sign-off 28
‘ENGINEERED FOR’ Sign-off use 29
‘ENGINEERED FOR’ Sign-off applied 30
‘ENGINEERED FOR’ Sign-off examples 31
‘ENGINEERED FOR’ Sign-off examples with product 32

Keylines 33
Use of keylines 34
Product or range name lock-up 35
Multiple products or range name lock-up 36
Scaling keylines 37
Typographic unit overview 38

Using our grid 39
Master grids 40
Clear information hierarchy 41
Allowing for translations 42

Imagery 43
Photography 44
Epson photography DNA 45
Primary benchmarks 46
Secondary benchmarks 47
Tertiary benchmarks 48
Corporate image style 49
Product photography 50
Product image lock-up 51
Photography featuring products 52
What to avoid 53
Getting the most out of stock photography 54
Line art and iconography 55
Line art 56
Technology icons 57
Charts and diagrams 58
Charts, diagrams and tables 59

SECTION 3:
DESIGN SYSTEM 60
Visual overview 61

Press Advertising 62
Portrait grid and system 63
Portrait examples 64
Landscape grid and system 65
Landscape examples 66

Outdoor Advertising 67
6 sheet Grid and system using one parallelogram 68
6-sheet Grid and system using two parallelograms 69
6-sheet examples 70
48-sheet Grid and system using one parallelogram 71
48-sheet Grid and system using two parallelograms 72
48-sheet examples 73

Brochures, overview cards & case studies 74
Cover grid and system 75
Cover examples 76
Spread grid and system 77
Spread examples 78
Overview card grid and system 79
Overview card examples 80
Print guidelines for collateral 81
Source Creation Guidelines 82
Case study grid and system 83
Case study examples 84

Events 85
Pop-up and flag banner grid and system 86
Pop-up and flag banners examples 87
CDs and badges grid and system 88
CD and badges examples 89

Corporate communications 90
A4 portrait and landscape grids and system 91
A4 portrait and landscape examples 92
PowerPoint grid and system 93
PowerPoint examples 94

Point of sale 95
Overview 96

Sponsorship 97
Overview 98

SECTION 4: 99
DIGITAL DESIGN SYSTEM
Typefaces 100
Button style 101
Button size and usage 102

Online banners (external sites) 103
Banner sizes 104
Leaderboards 105
MPU 106
Skyscrapers 107
Expandable leaderboards 108
Expandable MPU 109

Epson Onsite teaser banners 110
Teaser banner sizes 111
Carousel teaser banner 112
Footer teaser banners 113
Carousel and footer in situ 114
Side teaser banners 115
EDM teaser banners 116

EDMs 117
EDMs 118

SECTION 5: 119
TONE OF VOICE
Tone of voice principles 120

Further information 121

WELCOME

These Core Brand Identity Guidelines have been created as an update to the Epson Europe Creative Identity Guidelines produced in 2008. The key identity elements remain the same, but the usage principles have been refined to ensure that we can deliver distinctive and consistent brand communications.

A new design system has been introduced which enables us to own blue as a brand colour and to help reflect and signal the fact that Epson's pioneering engineering solutions are at the heart of our brand.

We have kept the guidelines as simple and brief as possible. All examples shown should be used as guidance, inspiration and benchmarks.

This document has five sections:

SECTION 1: BRAND POSITIONING
A brief overview of our strategy, our brand positioning and our values.

SECTION 2: VISUAL IDENTITY ELEMENTS
An overview of the visual identity elements that make up our brand identity:
logo, colour palette, typography, keylines imagery and so on.

SECTION 3: DESIGN SYSTEM
A detailed overview of how the design system is applied throughout all print touchpoints.

SECTION 4: DIGITAL DESIGN SYSTEM
A detailed overview of how the design system is applied throughout all digital touchpoints.

SECTION 5: TONE OF VOICE
Some guiding principles and information about do's and don'ts.

If you have any questions please contact the EMD creative team.

Important note:
All images contained in these guidelines are for visual purposes only. Usage rights should be approved and licenses purchased through the relevant image library or photographer.

SECTION 1: BRAND POSITIONING AND VALUES

Our brand and visual identity is built on strong strategic foundations.

Our clear and distinctive brand positioning helps to set us apart, give us a single-minded focus and set of values to guide our actions and behaviour.

OUR BRAND POSITIONING AND VALUES

Our brand positioning and values

Strategy

No brand can stand still if it wants to stay relevant. We need to keep understanding our business and the needs of our customers. Leading the industry means having a clear, single-minded strategy which is consistently implemented.

Epson across EMEAR is committed to delivering the goals set out in our mid-term business strategy. The impetus of the mid-term business strategy is to maintain our position in the consumer market and to grow our position in the office/industrial/vertical markets. In addition, we want to be seen as the market leader in our industry for contribution to the environment.

In order to generate the right balance across B2B and B2C, we need to focus on our existing strengths while developing new areas that will continually stretch and improve us as a business.

Brand positioning

Our positioning is not a tagline, but it sits at the heart of everything we do. Our positioning gives us a single-minded focus. It reminds us to keep innovating but only as a means of improving the lives of those who use our products and services.

We condense this into:

Inspirational technology for a better future

Why it's important

We are focused on the environment and growth in B2B markets while maintaining our position in B2C markets. This positioning priorities the role of the environment and allows us to balance B2B and B2C.

Why it's true of our business

We have always brought inspirational technology to the world – creating the most innovative technologies in the industry and applying them in interesting ways.

Where we need to improve

We believe that people and technology have the ability to inspire and improve each other. Customers want innovations that improve their lives and speak their language – Epson have a role to play in delivering better products for a better future.

Values

We want to remain true to our values:

– Environment and society
– Customers first
– Our people
– Innovation
– One Epson

'ENGINEERED FOR' PLATFORM

Finding engineering solutions to complex technological and design problems is at the heart of what Epson does. It's also fundamental to its consumer and business appeal: Epson's engineering makes life better and easier for all of us. And that makes an incredibly powerful communications proposition.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Overview
- Basic elements
- Look and feel

Logo
- Basics
- Exclusion zone
- Size
- Colourways
- What to avoid
- Positioning overview
- Positioning on the grid
- Positioning alongside third party logos

SECTION 2: VISUAL IDENTITY ELEMENTS

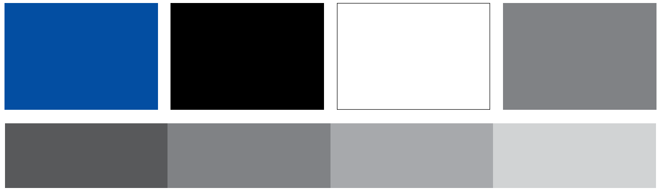
In this section we introduce the core elements that make up our visual identity. Each element plays an important role in defining our distinct personality and creating a unified look and feel across Europe, the Middle East, Africa and Russia.

OVERVIEW
BASIC ELEMENTS

1. Epson logo

EPSON®
EXCEED YOUR VISION

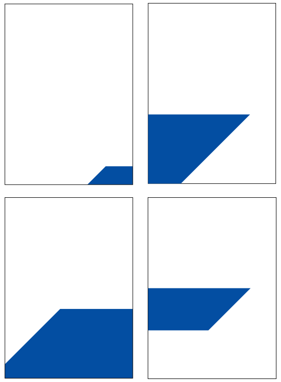
2. Epson core colour palette



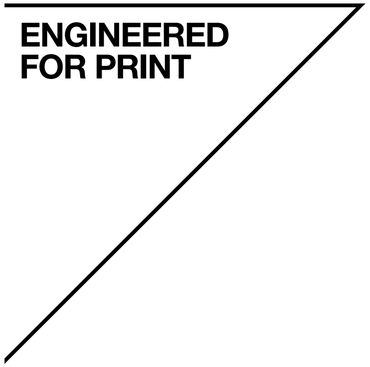
2. Typography

Helvetica Neue Bold 75
Helvetica Neue Light 45

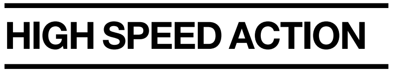
3. Graphic device



4. ‘Engineered for’ sign-off



5. Keylines



6. Imagery

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Overview
– Basic elements
– Look and feel

OVERVIEW
LOOK AND FEEL

We have established some simple principles to benchmark the overall look and feel of all Epson visual communications:

Clear information hierarchy
Ensure that there is a clear route through the communication, created via emphasis and layout of elements.

Space and clarity
Space is a key feature of our layouts, bringing clarity and confidence to our communications. Make sure that you allow for plenty of space in your designs. Keep layouts simple and uncluttered, with plenty of breathing space for each of the elements.

Economy of elements
Try to limit the variety of visual elements used in any single piece of communication. Be it colours, tints, line weights or type weights – design economically.

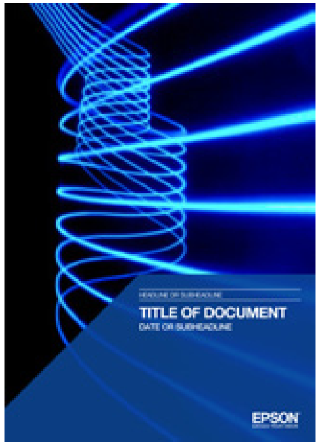
Aspiration and modernity
Epson is at the cutting-edge of technological innovation; our designs should reflect this.

Looking at things differently
Try to bring an element of surprise and engagement into your communications. Lateral thinking and clever observations will help your communications to stand-out and make them more engaging and memorable.

‘ENGINEERED FOR’ and parallelogram
Taking our lead from the world of engineering, we use a parallelogram set at an angle of 45 degrees as the central element of our design system.

HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON


HEADLINE OR SUBHEADLINE
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
EPSON

ADD WIRELESS VERSATILITY TO FULL HD 3D ENTERTAINMENT
PROJECTOR ACCESSORIES
Epson EH-TW6000W

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Logo
- Basics
- Exclusion zone
- Size
- Colourways
- What to avoid
- Positioning overview
- Positioning on the grid
- Positioning alongside third party logos

LOGO

The Epson corporate logo and the Epson tagline logo are key visual elements of our brand, helping us to stand out and make us unique and distinctive. Here are some simple guidelines for their use.

LOGO
BASICS

There are two Epson logos:
- The Epson tagline logo
- The Epson corporate logo

Neither of these logos should be altered, redrawn or recreated in any way.

Epson tagline logo
This is the preferred logo, used in all cases except those detailed below under ‘Epson corporate logo’.

The tagline logo can only be used in English, although an explanation or translation may be provided in the body copy.

The way we use our tagline logo must be consistent – wherever and whenever it appears.

We are proud of our name and tagline and should use them with confidence.

The preferred colourway features the Epson word in the corporate colour, Pantone® 287, and the tagline in black.

Epson corporate logo
This logo is only used on signage, products, back page sign-offs and materials where the logo is smaller than 14mm. The Epson tagline logo is used on all other marketing materials.

Epson tagline logo

EPSON®
EXCEED YOUR VISION

Epson corporate logo

EPSON®

PANTONE® is the property of Pantone, Inc.

LOGO
EXCLUSION ZONE

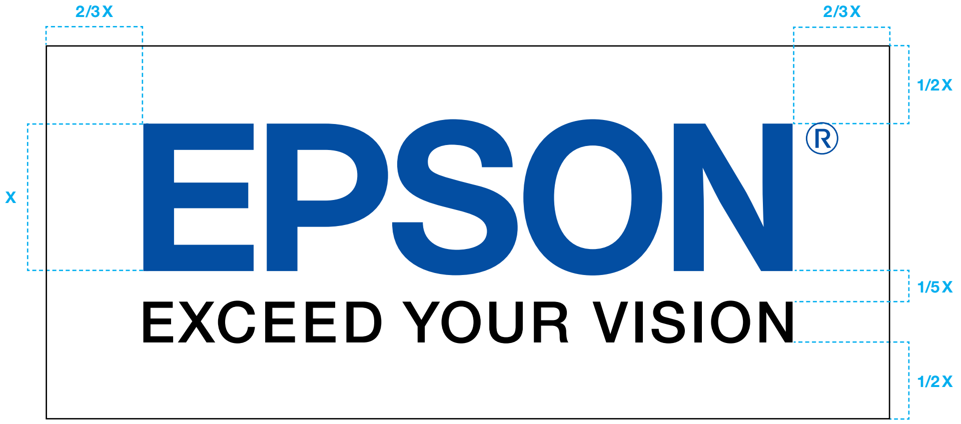
Exclusion zone
We have defined an exclusion zone that prevents other elements reducing the prominence of the Epson logos.

The height of the letter ‘E’ defines the exclusion zone and is referred to as the ‘X’ height.

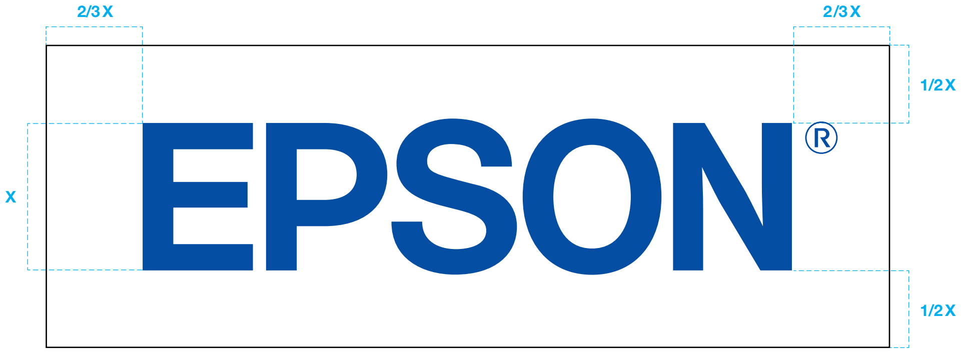
Please observe this rule wherever the Epson logos are used.

Using the tagline in body copy
When you are referring to the tagline in body copy, do not use the tagline logo. Use the same font as the rest of the body copy, for example here it would read: Epson. Exceed your vision.

Epson tagline logo



Epson corporate logo



LOGO
SIZE

Sizing the logo

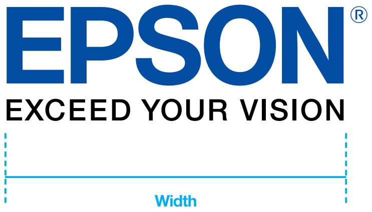
To ensure communications are branded clearly and consistently, we have provided a set of logo measurements for a range of different formats. Both Epson logos are always measured from the left edge of the ‘E’ to the right edge of the ‘N’. See diagram on the right.

Minimum size

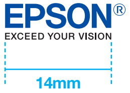
The Epson logo should always be clearly visible and easy to read, a minimum size of 14mm is recommended. The small size versions of the Epson logos have registered symbols that are 1/2 the ‘X’ height to aid legibility. See diagram on the right.

Note. The tagline logo should never be used below the minimum size of 14mm. When a smaller size is needed, use the corporate logo. The minimum size for the corporate logo is 10mm as shown.

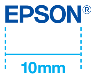
Measuring the Epson logos



Epson tagline logo
minimum size



Epson corporate logo
minimum size



Format	**Minimum logo size mm (width)**	**Example applications**
DL	31mm	Direct marketing / leaflet
A6	31mm	Direct marketing / leaflet
A5	31mm	Brochure / direct marketing / leaflet
A4	44mm	Brochure / print sample / press ad
A3	62mm	Mini poster
A2	88mm	Poster
A1	124mm	Poster
A0	176mm	Poster
Double A0	248mm	Poster
Banner	305mm	Banner
6 Sheet poster	280mm	Outdoor advertising
48 Sheet poster	800mm	Outdoor advertising

LOGO COLOURWAYS

The Epson tagline logo should only be used in approved corporate colourways.

Principles remain consistent with our previous guidelines with the exception of newly-added guidance on the use of a silver logo. See details on the right.

Positive use colourways
The primary logo is corporate blue (with the tagline in black) on a white background.

Other positive use colourways are:
- A black logo on a white background
- A silver logo

Reversed out colourways
Reversed out colourways are:
- The white logo on a corporate blue background
- A white logo on a black background
- A white logo on a silver background
- A white logo reversed out of a darker, contrasting photographic background

Do not reproduce the tagline logo or corporate logo in any colourways other than those detailed here.

Note. The tagline logo is seen in a box for illustrative purposes only.

Positive use colorways

Primary use
Use the primary tagline logo on a white background.

Single colour
Use the black tagline logo on a white background when colour is not an option.

Silver
Use the silver logo when a metallic finish is required. Pantone® 877C Silver.

Reversed out colorways

Reversed out of corporate blue
Use a white tagline logo reversed out of a corporate blue background.

Reversed out of black
Use a white tagline logo reversed out of a black background.

Reversed out of silver
Use a white tagline logo reversed out of a silver background.

EPSON®
EXCEED YOUR VISION

Darker contrasting image
Use a white tagline logo reversed out of a dark photographic background. Always ensure that the logo is clearly visible and that there is sufficient contrast between the logo and the background.

PANTONE® is the property of Pantone, Inc.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

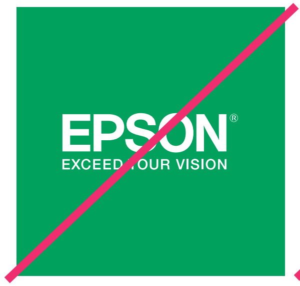
Logo
– Basics
– Exclusion zone
– Size
– Colourways
– What to avoid
– Positioning overview
– Positioning on the grid
– Positioning alongside third party logos

LOGO
WHAT TO AVOID

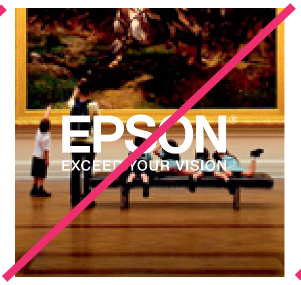
The Epson logo must be applied consistently across the visual identity and usage must adhere to the guidelines at all times.

The Epson logo and tagline must always be proportionally scaled. No modification can be made to either the Epson logo or tagline, as any deviation will undermine the integrity of the brand.

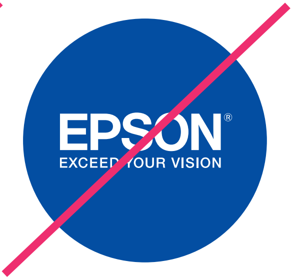
Note. The altering and recreation of these logos is strictly forbidden.


EPSON®
EXCEED YOUR VISION

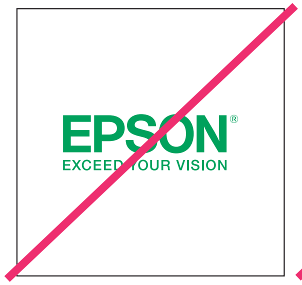
Do not reverse the logo out of colours that are not in the Epson core colour palette.


EPSON®
EXCEED YOUR VISION

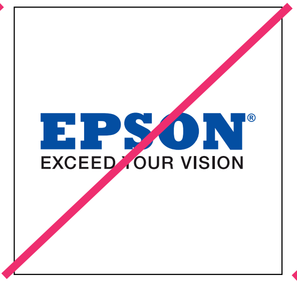
Do not use the logo in a way that makes it difficult to read.


EPSON®
EXCEED YOUR VISION

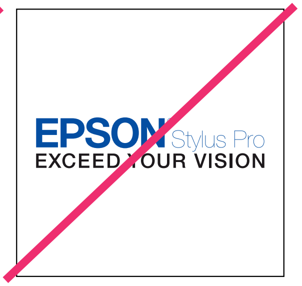
Do not place the logo in a holding device other than the parallelogram.


EPSON®
EXCEED YOUR VISION

Do not reproduce the logo in colours that are not in the Epson core colour palette.


EPSON®
EXCEED YOUR VISION

Do not recreate the logo using different typefaces.


EPSON Stylus Pro
EXCEED YOUR VISION

Do not create new lock-ups with the logo.

LOGO
POSITIONING OVERVIEW

Visibility and prominence
It is vital that all of our communications are clearly branded and that the logo is always clearly visible and prominent.

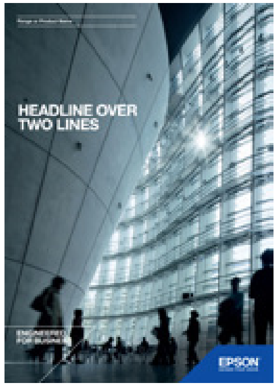
Preferred logo positioning
Whenever possible, position the Epson logo in the bottom right-hand corner of the application – placed outside the typographic unit lock-up.

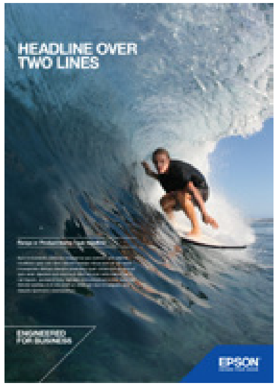
The Epson logo without the Exceed Your Vision strapline should be placed in the bottom right hand corner without a parallelogram on the reverse of all brochure covers.

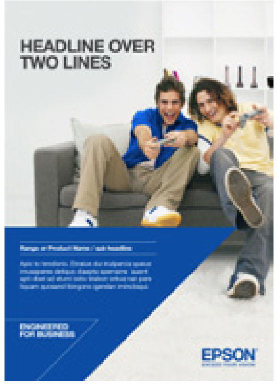
Alternative logo positioning
The preferred positioning may not always be practical. When positioning the Epson logo on a web page, for instance, it will need to sit in the top left-hand corner.

The Epson logo can also be placed on the top left on exhibition pop-up banners for maximum visibility.

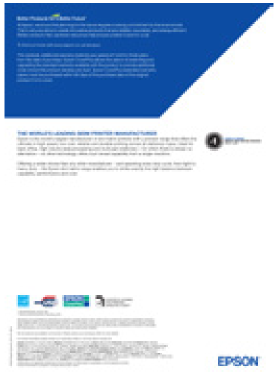
Preferred logo positioning

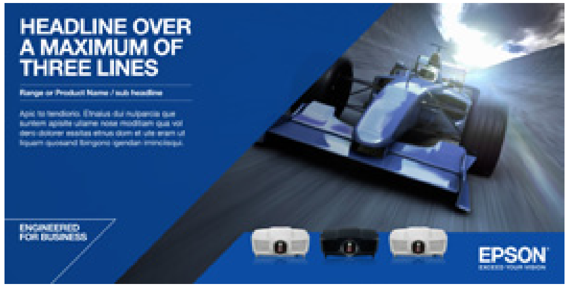

HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

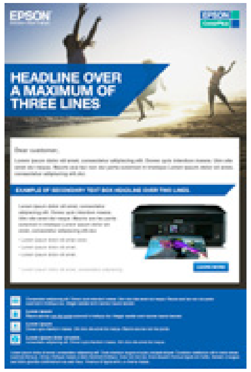

HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

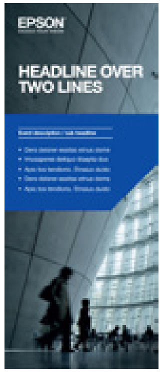
Back of brochure

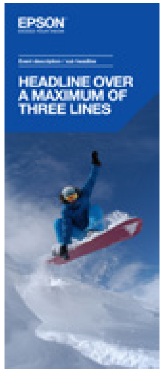



HEADLINE OVER
A MAXIMUM OF
THREE LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

Alternative logo positioning


EPSON
HEADLINE OVER
A MAXIMUM OF
THREE LINES


EPSON
HEADLINE OVER
TWO LINES


EPSON
HEADLINE OVER
A MAXIMUM OF
THREE LINES

LOGO
POSITIONING ON THE GRID

Logo
- Basics
- Exclusion zone
- Size
- Colourways
- What to avoid
- Positioning overview
- **Positioning on the grid**
- Positioning alongside third party logos

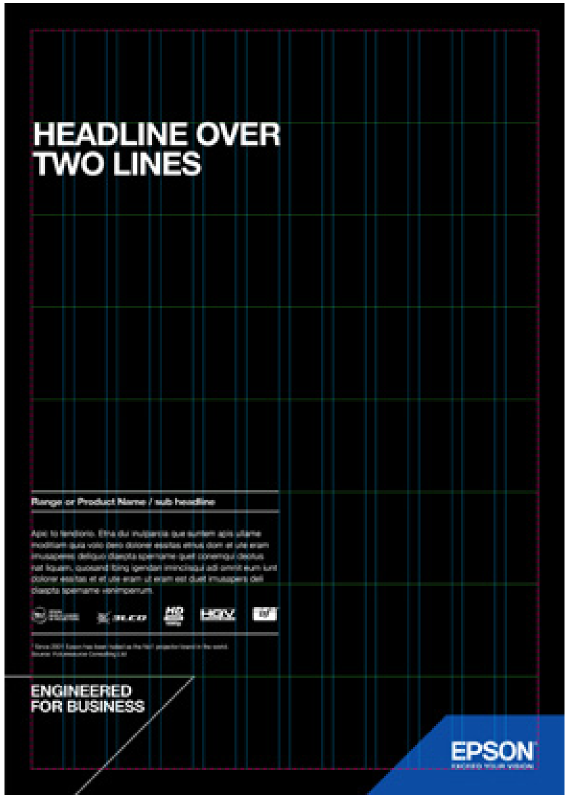
Using a grid
Epson communications always use a grid to ensure content is clearly presented and well-structured.

The Epson logo should always fit within the grid and align with adjacent content such as product images.

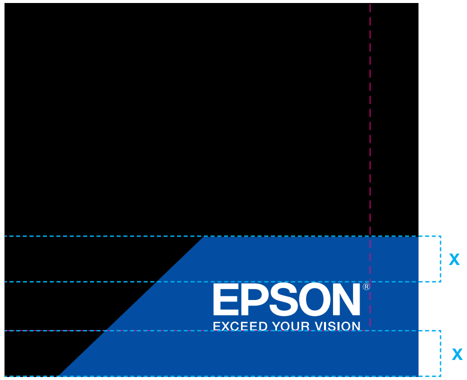
Remember, when placing the logo within the grid, the ® symbol should always sit within the grid margins. See diagram on the right.

When the logo sits in the blue parallelogram the space above and below should be equal to the value of the margin, this will vary depending on the communication.

Prominently positioned in the bottom right corner


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON

Relationship to parallelogram


x
EPSON
EXCEED YOUR VISION
x

LOGO
POSITIONING ALONGSIDE THIRD PARTY LOGOS

Sometimes third party logos appear within the typographic unit. Here are some basic principles on how they should be positioned.

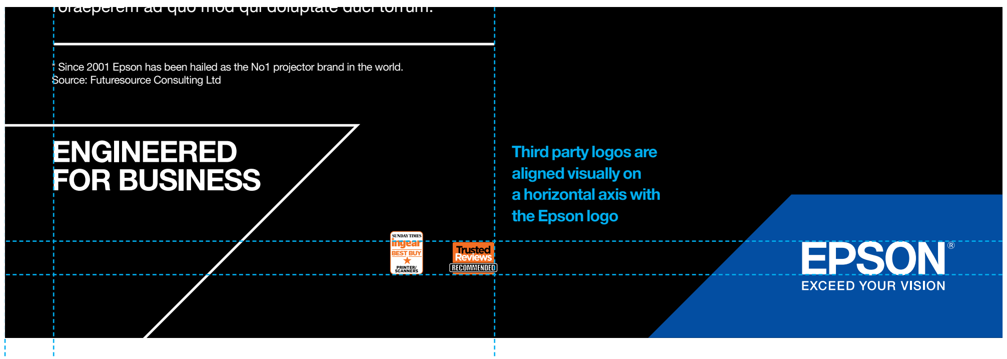
- Third party logos should always be less prominent than the Epson logo
- Third party logos should all have equal visual prominence
- Spacing between each third party logo should be consistent
- Where possible, all third party logos should be the same colour, preferably black, white or grey
- Third party logos should be aligned visually to appear on the same horizontal axis

These rules also apply when using award logos, examples of both third party and award logo usage are shown below:

DEDICATED TO PERFECTION
ENGINEERED FOR PRINT
EPSON

PROFESSIONAL LASER KILLER
80%
80%
ENGINEERED FOR BUSINESS
EPSON

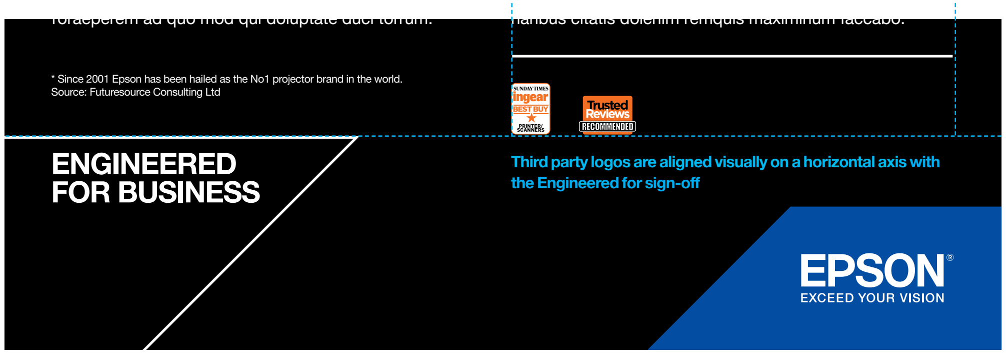
Preferred third party logo position


Since 2001 Epson has been hailed as the No1 projector brand in the world.
Source: Futuresource Consulting Ltd
ENGINEERED FOR BUSINESS
ingear BEST BUY
Trusted Reviews RECOMMENDED
EPSON
EXCEED YOUR VISION

Third party logos are aligned visually on a horizontal axis with the Epson logo

Third party logos can be placed at the bottom of a page, aligning with the Epson logo. These logos can stretch the width of the text column.

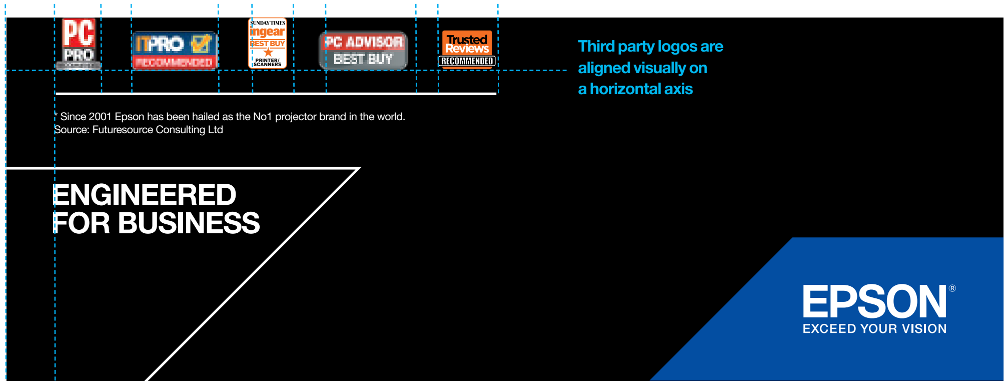
Second preference for third party logo position


* Since 2001 Epson has been hailed as the No1 projector brand in the world.
Source: Futuresource Consulting Ltd
ingear BEST BUY
Trusted Reviews RECOMMENDED
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

Third party logos are aligned visually on a horizontal axis with the Engineered for sign-off

Third preference for third party logo position

Spacing between each third party logo should be consistent.


PC PRO
ITPRO RECOMMENDED
ingear BEST BUY
PC ADVISOR BEST BUY
Trusted Reviews RECOMMENDED
Since 2001 Epson has been hailed as the No1 projector brand in the world.
Source: Futuresource Consulting Ltd
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

Third party logos are aligned visually on a horizontal axis

COLOUR PALETTE

Our corporate colour palette is a key distinguishing aspect of our brand identity. It comprises of four colours: Epson corporate blue, black, white and grey.

We also use highlight colours to emphasise important information, add distinction and bring a subtle warmth to our communications.

The following pages provide detailed guidance on how to use our colour palette.

COLOUR PALETTE
CORE COLOUR PALETTE

The Epson core colour palette consists of four colours: corporate blue, black, white and grey.

Using the core colour palette
The Epson core colour palette provides a consistent and recognisable backdrop for all Epson communications.

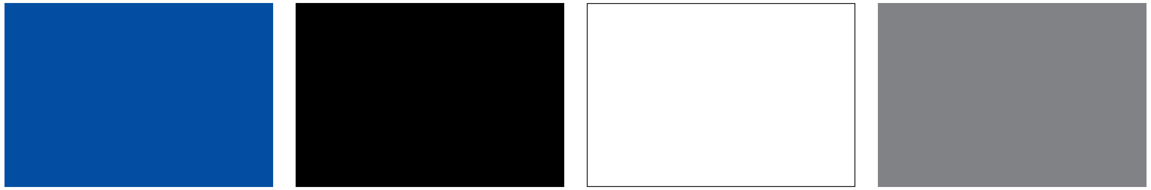
Tints
Tints of black can also be used to add variety and pace to communications. Use the tints detailed on the right.

Highlight colours
In addition to these core colours, we also use highlight colours to emphasise key information and help to create distinctive communications. See page 20.

Production notes
Where practical, consider using Pantone® ('special') colours as these will give a more accurate representation of Epson core colours.

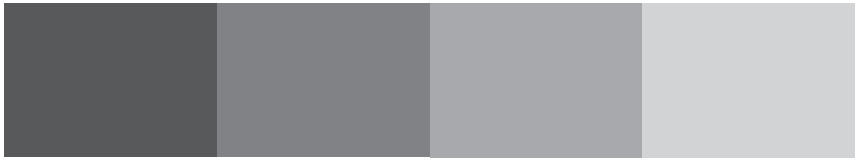
When printing large areas of flat black in four-colour jobs, add 30% cyan to black areas to create a 'rich black'.

Core colour palette



	Corporate blue	Black	White	Grey
PMS	PANTONE® 287	PANTONE® Process Black	–	PANTONE® Cool Gray 8
CMYK	C100 M80	K100	–	C5 M5 Y5 K55
RGB	R16 G33 B139	R0 G0 B0	R255 G255 B255	R169 G169 B169
Web	#10218B	#000000	#FFFFFF	#A9A9A9

Tints



	Black 80%	Black 60%	Black 40%	Black 20%
CMYK	K80	K60	K40	K20
RGB	R87 G87 B86	R134 G134 B133	R176 G177 B177	R217 G217 B217
Web	#575756	#868685	#B0B1B1	#D9D9D9

Note: When printing on acrylic or other substrates ask your supplier to match to the PMS 287

PANTONE® is the property of Pantone, Inc.

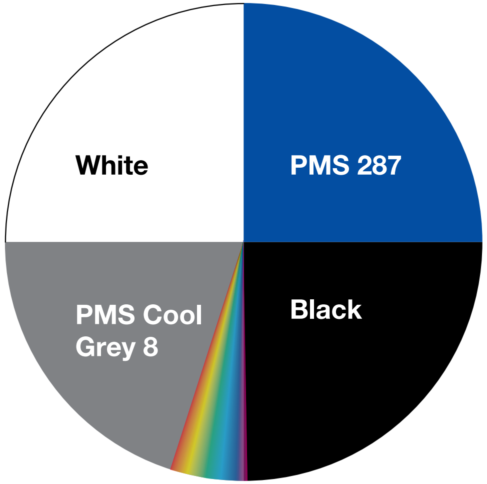
COLOUR PALETTE
HIGHLIGHT AND POINT OF SALE COLOURS

The core corporate colours provide a consistent backdrop to other brighter – but discreetly used – highlight colours. We use these highlight colours to emphasise key information and to help create distinctive communications.

Percentage use
Highlight colours should be used very sparingly. Do not use highlight colours to cover large areas of a design. As a general rule highlight colours should make up no more than 5% of the overall design. See colour distribution wheel on the right.

Choosing highlight colours
Highlight colours should stand out from background colours, creating bright, fresh, contrasting accents of colour in designs. Where possible, a highlight colour should be sampled from a photograph or illustration featured in the same design. If your design does not feature any imagery, choose a highlight colour that contrasts against background colours and is harmonious with any other graphic elements.

Point of sale colours
Our point of sale uses additional colours to signify different product ranges. Light blue is used for Expression Home. Purple is used for Expression Premium and Expression Photo. Green is used for WorkForce and WorkForce Pro. The colour breakdowns for print are shown on the right-hand side.



Highlight colours

SMALL BUSINESS, BIG PERFORMANCE
50%
80%
TOUCH SCREEN
DOCUMENT FEEDER
WI-FI AND ETHERNET
FAST DUPLEX
HIGH YIELD INKS
REAR PAPER TRAY CAPACITY
PAPER CAPACITY
EPSON

Highlight colours used sparingly on an overview card

Point of sale colour palette

Expression Home
POS light blue
C100 M40 Y00 K00

Expression Premium / Photo
POS purple
C70 M100 Y00 K00

WorkForce / WorkForce Pro
POS green
C40 M00 Y100 K00

TYPOGRAPHY

Our corporate typeface is Helvetica Neue. Its clear, legible and bold nature supports the concise, accessible and personal way we talk to our customers.

TYPOGRAPHY
TYPEFACE

Our corporate typeface is Helvetica Neue. We use the following weights:

- Light
- Roman
- Medium
- Bold

Try to limit the number of different weights used in any single piece of communication.

We recommend using Helvetica Neue Light and Bold as primary typefaces, and using Roman as an alternative to Light for reversing out and usage at small sizes.

We primarily use ‘left align’ for our copy.

Note: Black body copy on a white background (in print) should always be reproduced as a 90% tint of black.

Minimum type sizes
For A4:
- Body copy 9pt with 11pt leading
- In tables 7pt with 8pt leading
- Footnotes 5pt with 6pt leading

For A5:
- Body copy 8pt with 10pt leading
- In tables 7pt with 8pt leading
- Footnotes 5pt with 6pt leading

Type sizes used for all English master materials should always be set 1pt above the minimum size to allow for the possibility to reduce the font if needed in translated communications e.g. for the A4 EN master the body copy should be set at 10pt.

Primary weights

Helvetica Neue Bold 75
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@£$%&*×

Helvetica Neue Light 45
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@£$%&*×

Secondary weights

Helvetica Neue Medium 65
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.:;!?@£$%&*×

Helvetica Neue Roman 55
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.:;!?@£$%&*×

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Graphic device
– The core shape
– Cropping the device
– Do’s and don’ts
– Creating opacity

GRAPHIC DEVICE – PARALLELOGRAM

Taking our lead from the world of engineering, we use a parallelogram set at an angle of 45 degrees as the central element of our design system.

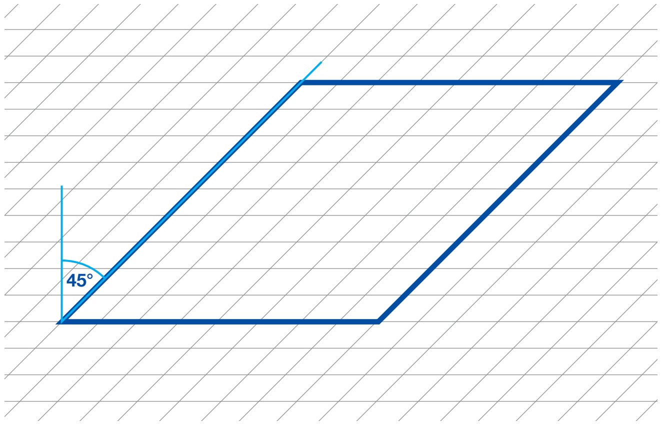
GRAPHIC DEVICE
THE CORE SHAPE

We never see the shape in its entirety as it should always be cropped within another shape. This cropping allows great flexibility to create a number of different configurations for different layouts or media.

The diagram shows how the basic shape is constructed and adapted.

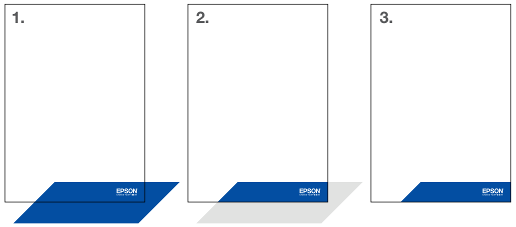
The parallelogram can be extended either vertically or horizontally as required when working with different layouts or media, but the 45 degree angle must not change.

Construction of the graphic device

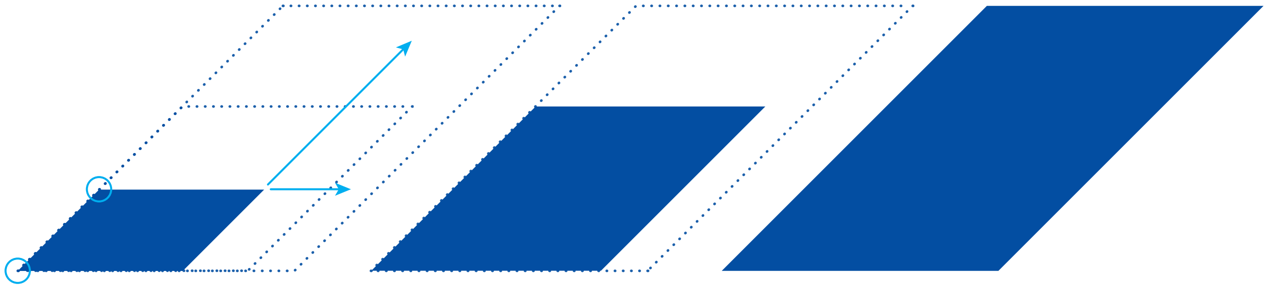


The resulting parallelogram is then positioned on a page where it can move horizontally and vertically.

The edge of a document crops the parallelogram.



Adjustment of the graphic device



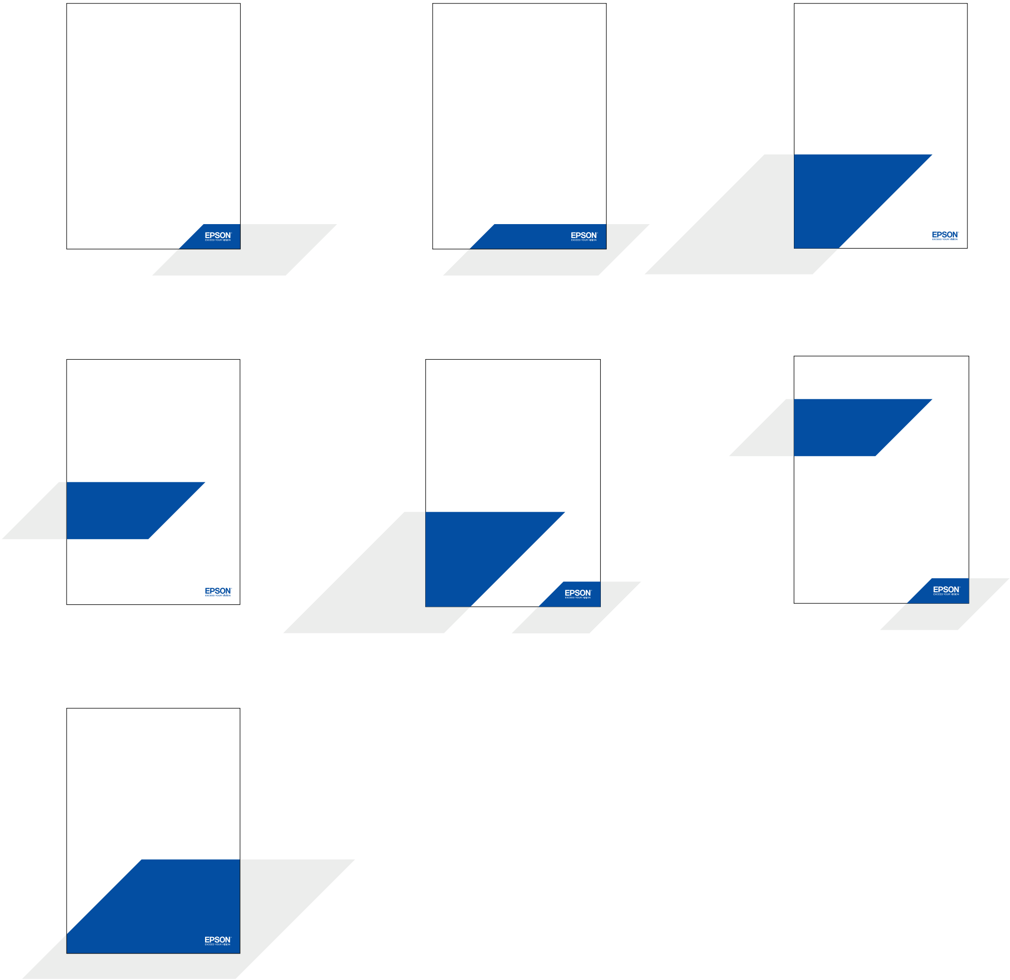
The size of the parallelogram can be adapted by scaling the endpoints of the shape.

GRAPHIC DEVICE
CROPPING THE DEVICE

The parallelogram can be placed and cropped in a variety of locations depending on the layout, media or design requirements.

Templates of these layouts are available for various media types and sizes, some examples shown on the right.

For information on how to use and adjust the templates, please see the design system section.



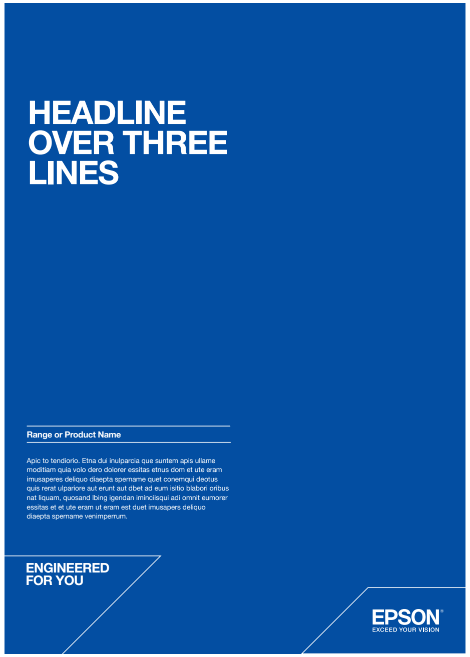
GRAPHIC DEVICE
DO'S AND DON'TS

If the blue parallelogram is not needed in a layout, the bare minimum that should be used is a keyline around the Epson logo, as shown to the right. The keyline should be similar in weight and style as outlined on 'SCALING KEYLINES' page 37. When we use a parallelogram to contain a heading, the heading should flow over a max of 3 lines.

Parallelogram don'ts

1. Don't use any other shape as a holding device. Only use the 45° angle of the parallelogram.
2. Don't use any other colour for the parallelogram other than Epson blue as stated in the guidelines.
3. Don't crop the apex of the 45° angle.
4. Don't overlap shapes. If using more than one parallelogram make sure they don't merge or overlap.
5. Don't use the parallelogram coming in from the right hand side, apart from the Epson logo bottom right.

Do



HEADLINE
OVER THREE
LINES

Range or Product Name

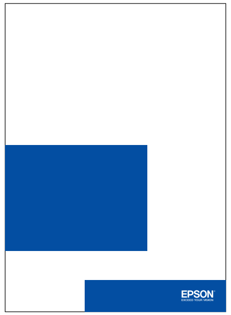
Apic to tendiorio. Etna dui inulparcia que suntem apis ullame moditiam quia volo dero dolorer essitas etnus dom et ute eram imusaperes deliquo diaepta spername quet conemqui deotus quis rerat ulpariore aut erunt aut dbet ad eum isitio blabori oribus nat liquam, quosand lbing igendan iminciisqui adi omnit eumorer essitas et et ute eram ut eram est duet imusapers deliquo diaepta spername venimperrum.

ENGINEERED
FOR YOU

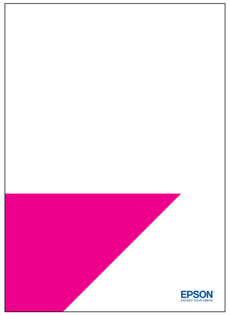
EPSON
EXCEED YOUR VISION

Don'ts

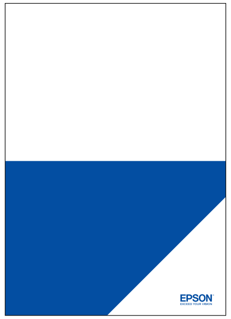
1.



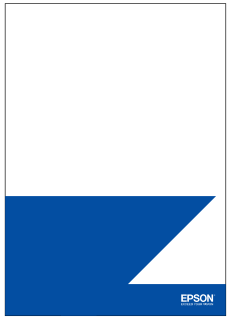
2.



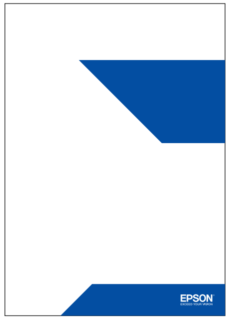
3.



4.



5.



GRAPHIC DEVICE
CREATING OPACITY

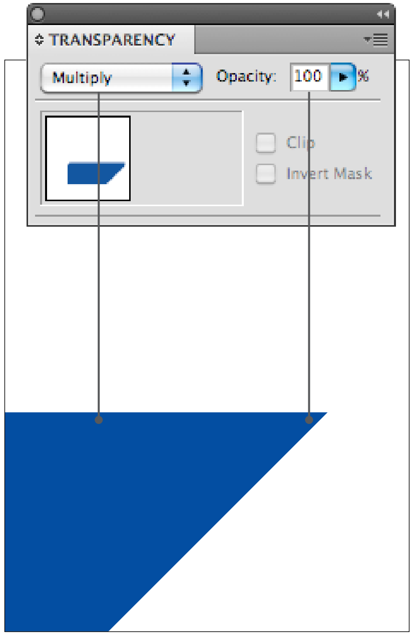
Our blue parallelogram crop is generated by using two layers. The first is filled with Epson blue (100/80/0/0) but with the blending mode set to ‘multiply’. The second layer is also filled with Epson blue (100/80/0/0) but with the opacity set to 80%, which allows the first layer and image to show through while keeping the intensity of our Epson blue colour.

It is possible to take the value of the second parallelogram layer down from 80% to a minimum value of 60% in designs that have dark background imagery. A value of 60% allows detail within dark images to be more visible through the parallelogram.

Note: This applies to physical design for print. All on-screen applications should use the RGB values of Epson blue and opacity set at 90% .

Occasionally it may not be desirable or possible to have an image showing through the parallelogram (especially when the transparent parallelogram does not reveal anything, or if the image is very busy). Simply use the parallelogram in blue at 100% opacity.

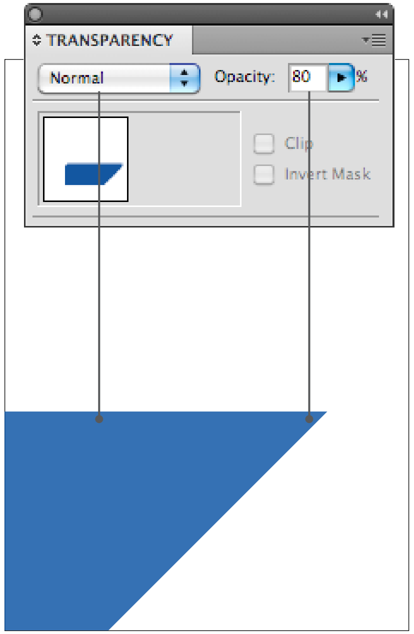
Note: When the Epson logo is placed within a parallelogram, the parallelogram should be solid blue at 100% opacity.



Multiply
Opacity: 100 %

Step 1:

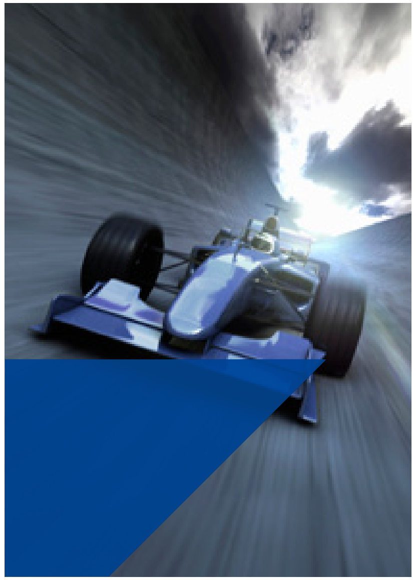
Layer 1 – Fill with Epson blue (100/80/0/0) Set blending mode to multiply opacity at 100%.



Normal
Opacity: 80 %

Step 2:

Layer 2 – Fill with Epson blue (100/80/0/0) but set opacity at 80%.



Step 3:

Place layer 2 above and directly on top of layer 1, then place on top of image.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

‘ENGINEERED FOR’ Sign-off
- ‘ENGINEERED FOR’ Sign-off use
- Sign-off applied
- Sign-off examples
- Sign-off examples with product image lock-up

‘ENGINEERED FOR’ SIGN–OFF

Engineering expertise is at the heart of Epson’s products.

The strength of Epson’s engineering provides a series of benefits across the diverse range of products. These benefits are signposted in every piece of communication with the ‘ENGINEERED FOR’ sign-off.

Finding engineering solutions to complex technological and design problems is at the heart of what Epson does. The ‘ENGINEERED FOR’ sign-off reinforces this.

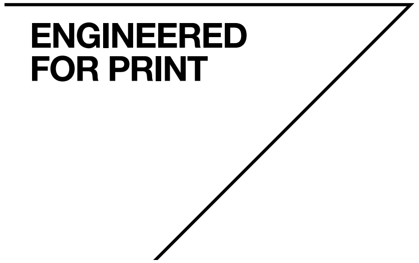
‘ENGINEERED FOR’ SIGN-OFF
‘ENGINEERED FOR’ SIGN-OFF USE

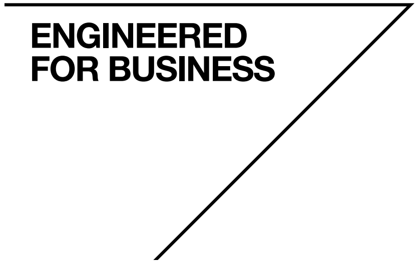
We have created a sign-off which is locked within a dynamic keyline, derived from the parallelogram.

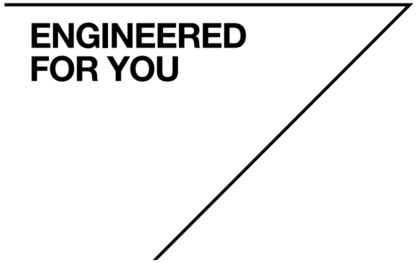
Depending on the content of the communication piece, different sign-offs are applied. These relate to specific categories:

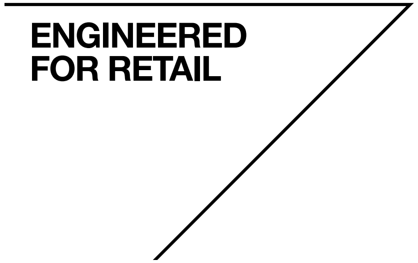
Print (for professional print products (LFP)
Business (for all business products)
You (for all consumer products)
Retail (for BS products that are not part of business products)
Education (for all products used in Education, mainly projectors)

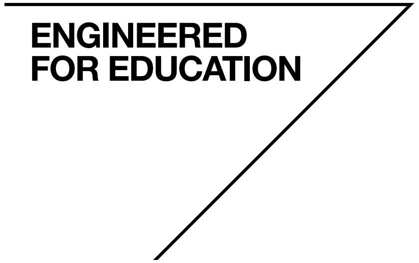
Note: Don’t create new sign-offs, if you have a specific requirement, please contact the EMD creative team for further guidance about the approval.


ENGINEERED
FOR PRINT


ENGINEERED
FOR BUSINESS


ENGINEERED
FOR YOU


ENGINEERED
FOR RETAIL


ENGINEERED
FOR EDUCATION

‘ENGINEERED FOR’ SIGN-OFF
SIGN-OFF APPLIED

Use the ‘ENGINEERED FOR’ sign-off whenever possible or appropriate; unless it is detrimental to designs, for example if ads and communications become too cluttered with third-party logos and footnotes.

Note: Do not include the sign-off in point-of-sale material and promotions.

The sign-off can appear in either white or 90% black. In most cases it is placed on the left hand side of an application.

The sign-off needs to be higher than the parallelogram containing the Epson logo as shown in figure 1.

The sign-off can shift vertically as shown in figure 2 by extending the keyline. The top of the sign-off aligns with the rows of the grid.

The relationship and space between the ‘ENGINEERED FOR’ text and the keyline should remain consistent as in figure 3.

Further examples of how the sign-off is applied can be found on the next page.

Note: The sign-off can appear on top of photography. It is also possible to contain the sign-off within the blue parallelogram.

Figure 1

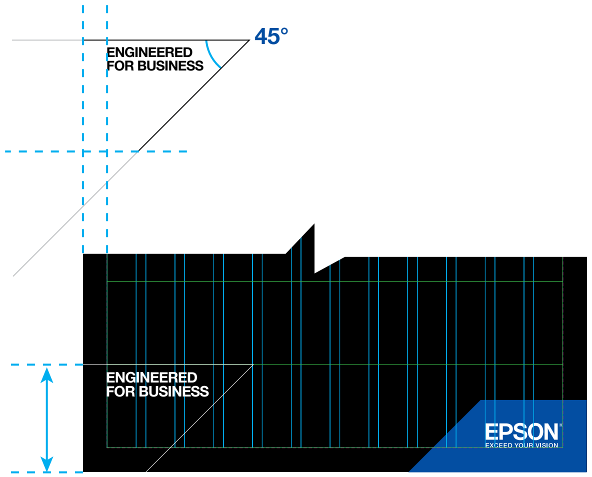

ENGINEERED
FOR BUSINESS
45°
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

Figure 2

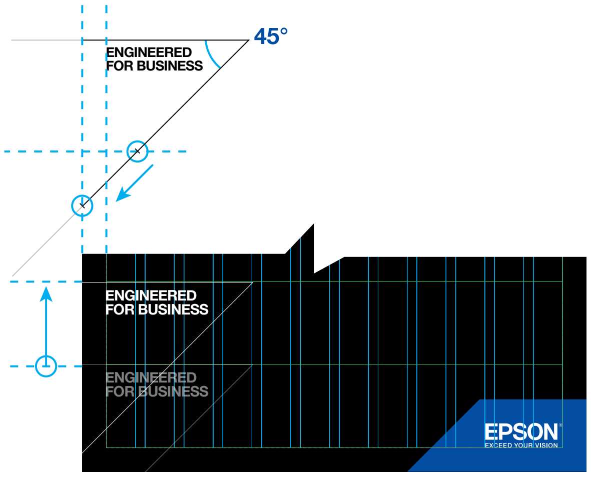
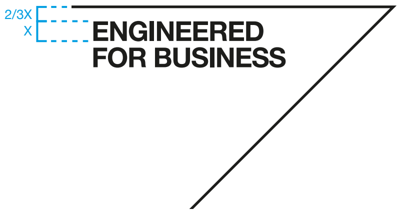

ENGINEERED
FOR BUSINESS
45°
ENGINEERED
FOR BUSINESS
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

Figure 3


2/3X
X
ENGINEERED
FOR BUSINESS

The ‘ENGINEERED FOR’ type sits 2/3 of its ‘X’ height below the horizontal part of the keyline.

The ‘ENGINEERED FOR’ type is always set in uppercase Helvetica Neue Bold (17pt with 14pt leading for A4 formats).

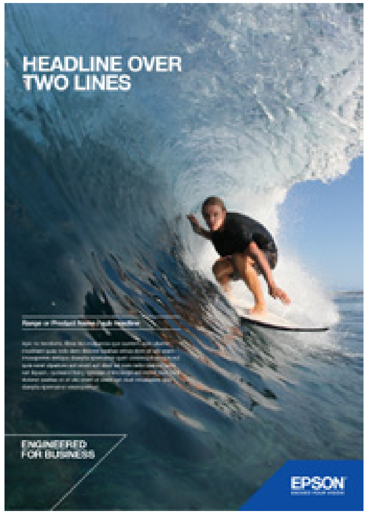
'ENGINEERED FOR' SIGN-OFF
SIGN-OFF EXAMPLES

This page shows various examples of how the 'ENGINEERED FOR' sign-off can be included in communications.

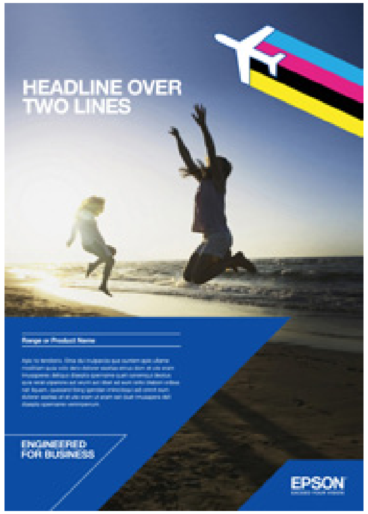
Figure 1 shows the sign-off in white, layered above photography.

Figure 2 shows the sign-off used together with the graphic device.

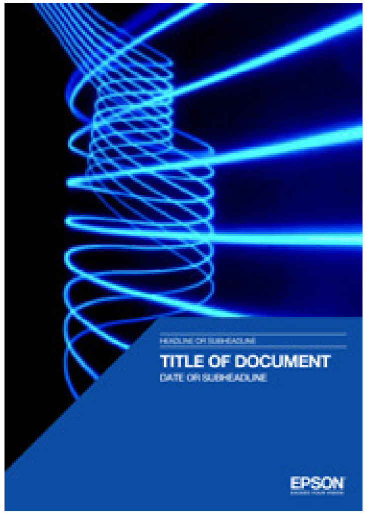
Figure 3 shows an example of a layout where we wouldn't use the sign-off.


HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

1.


HEADLINE OVER
TWO LINES
Range or Product Name
ENGINEERED
FOR BUSINESS
EPSON

2.


HEADLINE OR SUBHEADLINE
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
EPSON

3.

‘ENGINEERED FOR’ SIGN-OFF
SIGN-OFF EXAMPLES WITH PRODUCT IMAGE LOCK-UP

Construction

Product image lock-ups are mainly used when the main image does not include any Epson products. It also helps to show alternative product variations such as colour options of a product. It can also show additional products as part of a range.

The examples on the right show the construction of the product image lock-up. Product images are placed on the top edge of the graphic device.

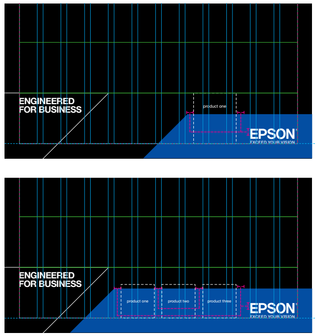
Products should all be aligned on the same baseline either with the base of tagline logo (1) the base of Epson in the tagline logo (2) or to the top of Epson in the tagline logo (3). This also ensures product images are positioned with our recommended overlap past the top edge of the parallelogram. (4) A product may also be placed in front of the headline parallelogram lock-up.

Note: Ensure that the product photography does not enter the clear space of the Epson logo.

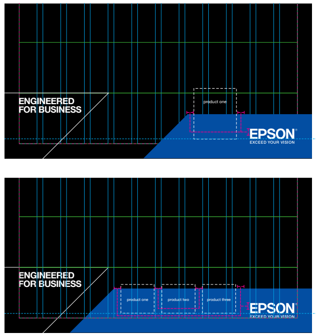
Do not use more than 4 product pictures in a single layout.

The product images do not need a shadow when placed within a parallelogram.

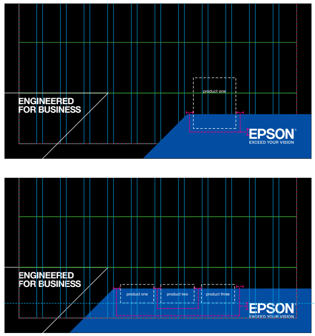
1.


ENGINEERED
FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

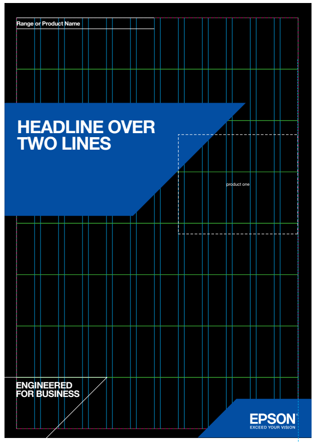
2.


ENGINEERED
FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

3.

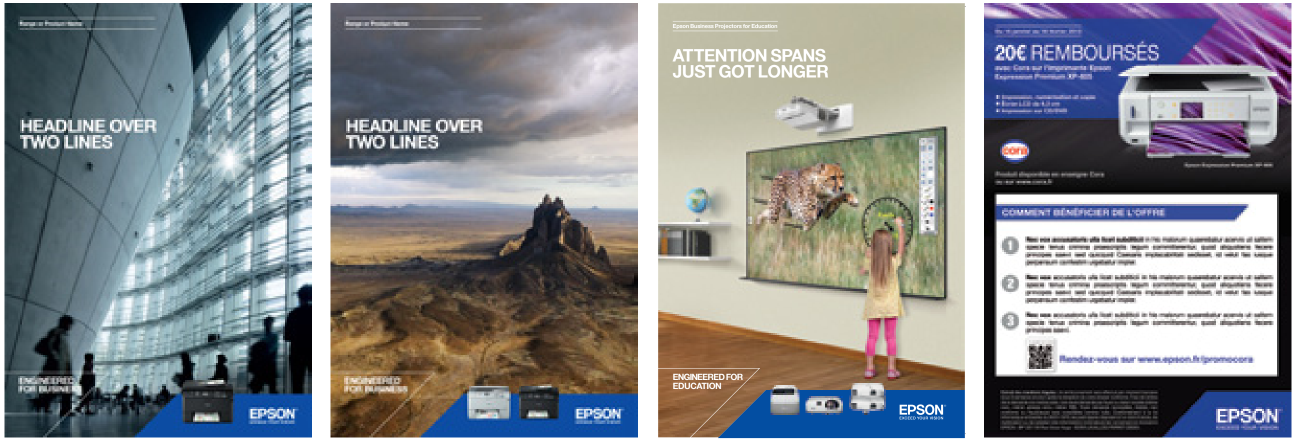

ENGINEERED
FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

4.


Range or Product Name
HEADLINE OVER
TWO LINES
product one
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

- Products are aligned visually on a horizontal axis of one of three baselines.
- Spacing between each product should be consistent.
- Products placed next to the logo on top of the parallelogram use the logo’s exclusion zone as a spacing mechanism. See page 11.
- The product should sit 2/3 X (see page 11) from the top point of the 45° angled edge.
- When there is only one product, the parallelogram reduces in length retracting to the right dependant of how many products are shown.
- When a product is positioned in front of the headline parallelogram lock-up, it should vertically align to the right side of the logo.

Examples


Range or Product Name
HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON
Range or Product Name
HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON
Epson Business Projectors for Education
ATTENTION SPANS
JUST GOT LONGER
ENGINEERED FOR
EDUCATION
EPSON
EXCEED YOUR VISION
20€ REMBOURSÉS
cora
COMMENT BÉNÉFICIER DE L’OFFRE
Rendez-vous sur www.epson.fr/promocora
EPSON
EXCEED YOUR VISION

KEYLINES

Keylines are an important part of the Epson typographic vocabulary. They add distinction and consistency to our brand communications. They bring structure to layouts and help to place emphasis on key typographic elements.

KEYLINES
USE OF KEYLINES

This page provides an overview of how keylines are used in Epson communications to emphasise key information and enhance structure.

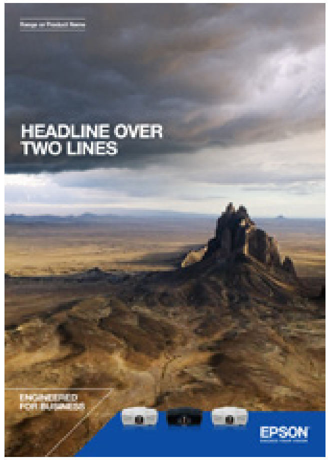
Brochure product or range name
A consistently proportioned, double keyline lock-up is used to emphasise product or range names. (Figure 1) On product brochures, this lock-up appears on the top left hand corner of the layout.

Product/range name or sub-headline
On advertising, the product/range name or sub-headline (depending on the content of the advert) is locked above the message copy (figures 2 and 3).

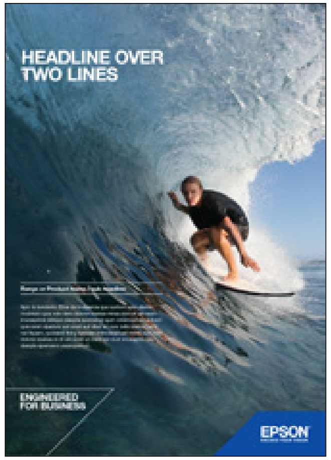
Brochure spread usage
Keylines are used in layouts to create structure and aid information hierarchy. Always use keylines sparingly (figure 4).

Note: For more examples of keyline usage, please refer to pages 35-36.

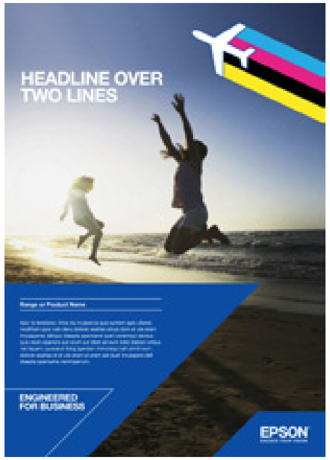
1.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

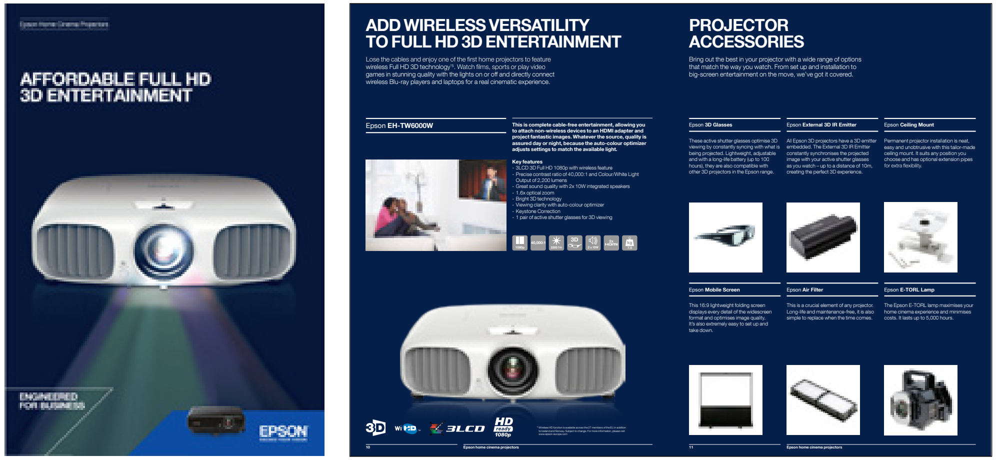
2.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

3.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

4.


AFFORDABLE FULL HD 3D ENTERTAINMENT
ENGINEERED FOR BUSINESS
EPSON
ADD WIRELESS VERSATILITY TO FULL HD 3D ENTERTAINMENT
PROJECTOR ACCESSORIES

Keylines
- Use of keylines
- **Product or range name lock-up**
- Multiple products or range name lock-up
- Scaling keylines
- Typographic unit overview

KEYLINES
PRODUCT OR RANGE NAME LOCK-UP

Typography

Product name lock-ups are set in title case for range names and individual product numbers, for example ‘WorkForce Pro Series’ and ‘Epson EB-S9/X9/W9’. Sentence case is used in (longer) descriptive range titles, for example ‘Epson education projector range’.

The range name lock-ups are set in set in Helvetica Neue Bold 75. Range name lock-ups are set in either white or 90% black.

Keyline weight

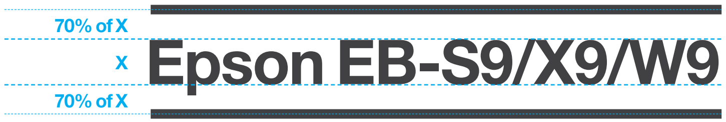
Keylines are set at 1pt weight for A5 and A4 applications, then scale up in proportion for larger formats. See page 37 for line weight references.

Keyline length

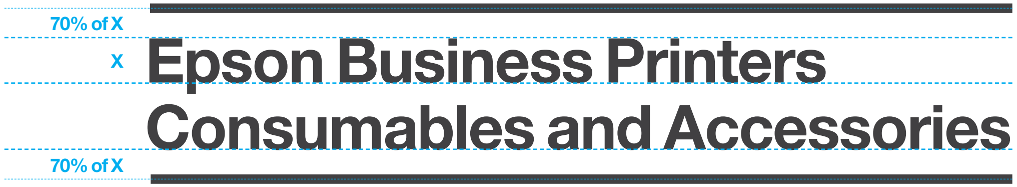
There are two options for the length of the keylines in the product and range name lock-up, depending upon the context.

Length of keylines can either:
- Be extended to fit to the grid. This approach is used to aid structure in layouts. (Keyline option 1).
- Match the length of the copy. We tend to use this approach on brochure covers. (Keyline option 2).

Single line lock-up


70% of X
X
Epson EB-S9/X9/W9
70% of X

Double line lock-up


70% of X
X
Epson Business Printers
Consumables and Accessories
70% of X

Keyline option 1

Product/range name or sub-headline.
(Advertising)

HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

Keyline option 2

Product or range name top-left corner of layout.
(Product brochures)

HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

KEYLINES
MULTIPLE PRODUCTS OR RANGE NAME LOCK-UP

Naming Convention
Product names that appear within keylines are normally in bold. For example, when there is only one product or range mentioned within a piece of material.

However, there is exception to this when there are multiple products on the same page e.g. an overview card, range brochure. The number and prefix is only in bold, as this is to help distinguish the products more easily.

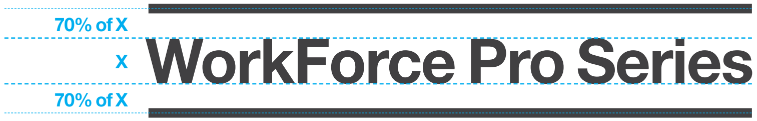
As guidance never insert Epson before a product brand name if it is being used in material which is obviously from Epson i.e per the SEC guidelines entitled WorkForce Usage Guidelines Ver. 1.0.

Epson should not be used in conjunction with the following examples: WorkForce, WorkForce Pro, Expression Home, Expression Photo, Expression Premium, Stylus Photo, Perfection, Discproducer, LabelWorks, SureColor, SurePress, AcuLaser, TM Intelligent.

It should continue to be used with product letters/numbers which are not brand names e.g. Epson EB-S9, Epson EH-TW480, Epson TM-i Series.

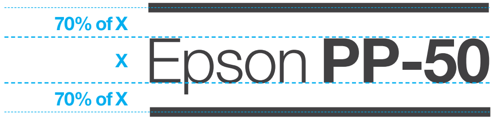
For further information please contact the EMD Creative team.

Example of individual product or range name lock-up


70% of X
X
70% of X
WorkForce Pro Series

PROFESSIONAL LASER KILLER
WorkForce Pro Series
50%
80%
ENGINEERED FOR BUSINESS
EPSON

Example of multiple products or range names lock-up


70% of X
X
70% of X
Epson PP-50

PRECISE PRODUCTION, ACCURATE STORAGE
IMAGE IS CURRENTLY LOW RES
Epson PP-100
Epson PP-50
Epson PP-100II
NEW
Epson PP-100IIBD
NEW
Epson PP-50BD

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Keylines
– Use of keylines
– Product or range name lock-up
– Multiple products or range name lock-up
– Scaling keylines
– Typographic unit overview

KEYLINES
SCALING KEYLINES

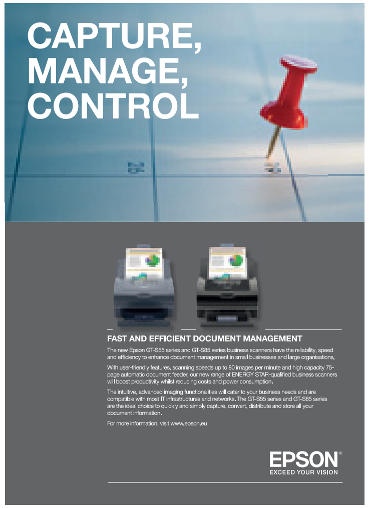
Keyline weights
In A5 and A4 applications, the bold weight is 1pt. For other A sizes, these are scaled up proportionally.

Use the table on the right as a guide.

Do not allow the keylines to be broken by any images, text or graphic elements (see below right).

Format	Size mm	Applications	Bold keyline weight
DL	210 x 99mm	Direct marketing / leaflet	1pt
A6	148.5 x 105mm	Direct marketing / leaflet	1pt
A5	210 x 148.5mm	Brochure / direct marketing / leaflet	1pt
A4	297 x 210mm	Brochure / print sample / press ad	1pt
A3	420 x 297mm	Mini poster	1.5pt
A2	594 x 420mm	Poster	2pt
A1	840 x 594mm	Poster	3pt
A0	1188 x 840mm	Poster	4pt
Double A0	1680 x 1188mm	Poster	6pt
Banner	2200 x 850mm	Banner	8pt
9 Sheet poster	1800 x 1200mm	Outdoor advertising	10pt
48 Sheet poster	6096 x 3048mm	Outdoor advertising	20pt

✗



FAST AND EFFICIENT DOCUMENT MANAGEMENT

The new Epson GT-S55 series and GT-S85 series business scanners have the reliability, speed and efficiency to enhance document management in small businesses and large organisations.

With user-friendly features, scanning speeds up to 80 images per minute and high capacity 75-page automatic document feeder, our new range of ENERGY STAR-qualified business scanners will boost productivity whilst reducing costs and power consumption.

The intuitive, advanced imaging functionalities will cater to your business needs and are compatible with most IT infrastructures and networks. The GT-S55 series and GT-S85 series are the ideal choice to quickly and simply capture, convert, distribute and store all your document information.

For more information, visit www.epson.eu

EPSON®
EXCEED YOUR VISION

KEYLINES
TYPOGRAPHIC UNIT OVERVIEW

The typographic unit is made up of keylines, typography and sometimes, third party logos and product imagery. It is important that there are fixed relationships between these elements, so that all typographic units are consistent.

Positioning the Epson logo
The Epson logo is positioned on the grid in the lower right corner of the layout, aligned to the margins.

The 'ENGINEERED FOR' sign-off
The sign-off is placed below the message copy locked to the bottom row of the grid.

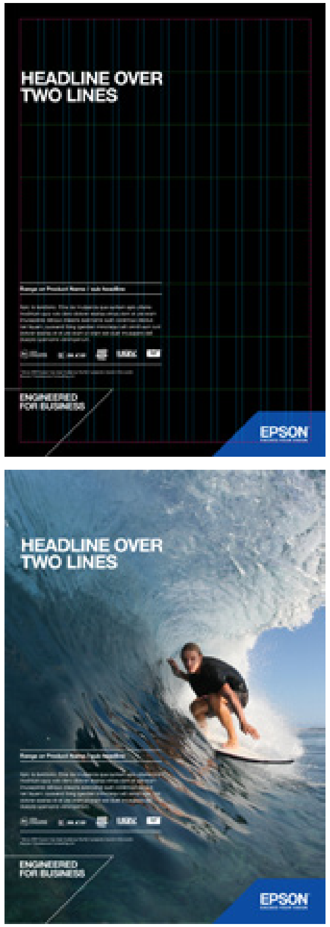
Headlines
Headlines should always be placed above body copy and should be significantly larger than body copy. They can also be placed away from body copy in the top half of the layout.

Subheadings
The copy within the typographic unit can include a subheading in between two keylines.

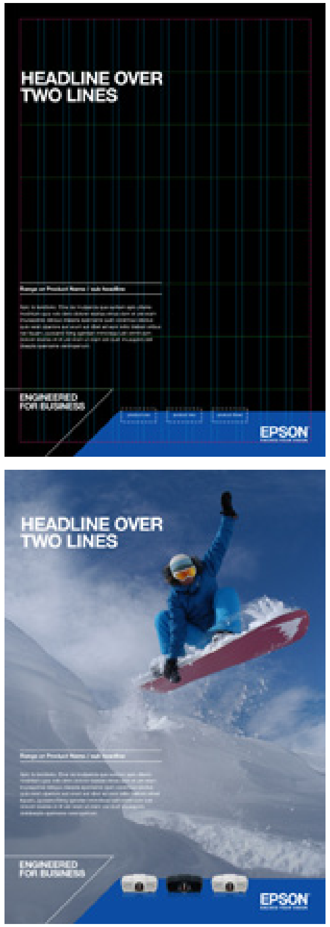
Third party logos
Third party logos can be included after the body message copy as shown in figures 1 and 3.

Footnotes
Short footnotes (up to three lines) can be included in the typographic unit, as shown to the right.

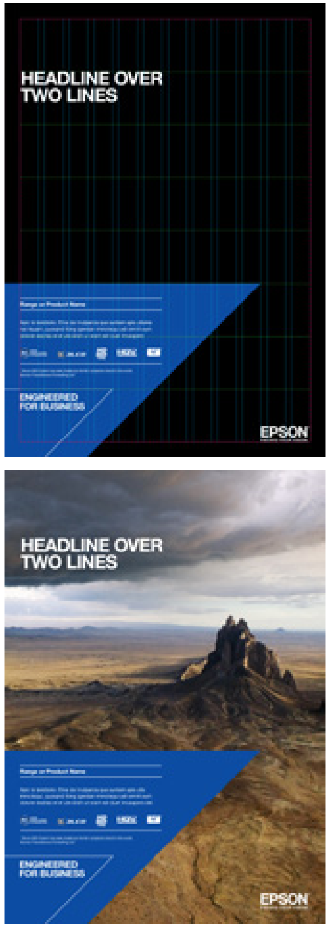
1.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

2.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

3.


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

Using our grid
- Master grids
- Clear information hierarchy
- Allowing for translations

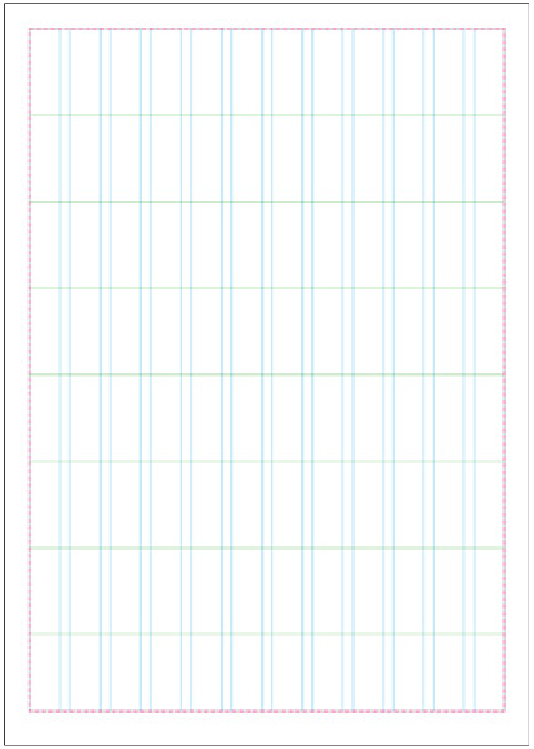
USING OUR GRID

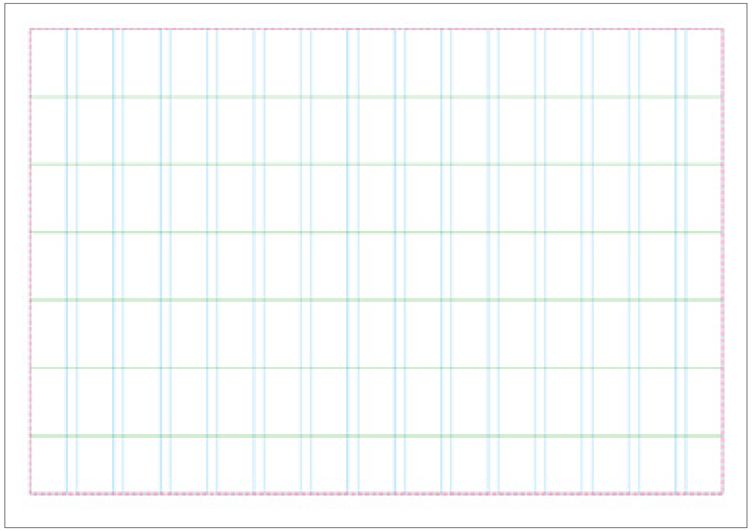
USING OUR GRID
MASTER GRIDS

Epson communications always use a grid to ensure content is clearly presented and well-structured.

Epson printed applications most commonly use an A4 12 column portrait and an A4 15 column landscape grid for maximum flexibility. The margins vary depending on the format.

For specific guidance, and examples of how to use all our grids please refer to SECTION 3: DESIGN SYSTEM.





Format	Size mm	Top	Bottom	Outer	Gutter
A4 brochure covers	297 x 210mm	10mm	10mm	10mm	10mm
A4 brochure text pages	297 x 210mm	20mm	14mm	10mm	12mm
A4 brochure back covers	297 x 210mm	20mm	14mm	10mm	12mm
A4 overview cards	297 x 210mm	10mm	10mm	10mm	10mm
A4 ads	297 x 210mm	10mm	10mm	10mm	10mm

- **A4 brochure text pages for 4pp or 6pp use the same as the A4 brochure covers, so that the Epson logo aligns.**
- **For any other size brochures we can use the measurements stated in A4 brochure text pages.**

USING OUR GRID
CLEAR INFORMATION HIERARCHY

A clear information hierarchy is vital to the effectiveness of any communication.

Always ensure that there is a clear route via the communication, created through emphasis and layout of elements.

- Guide the reader through the communication in a logical way by presenting information in a logical order.
- Always ensure that there is a clear distinction between the size and weight of typographic elements. This will help to distinguish and order the elements.

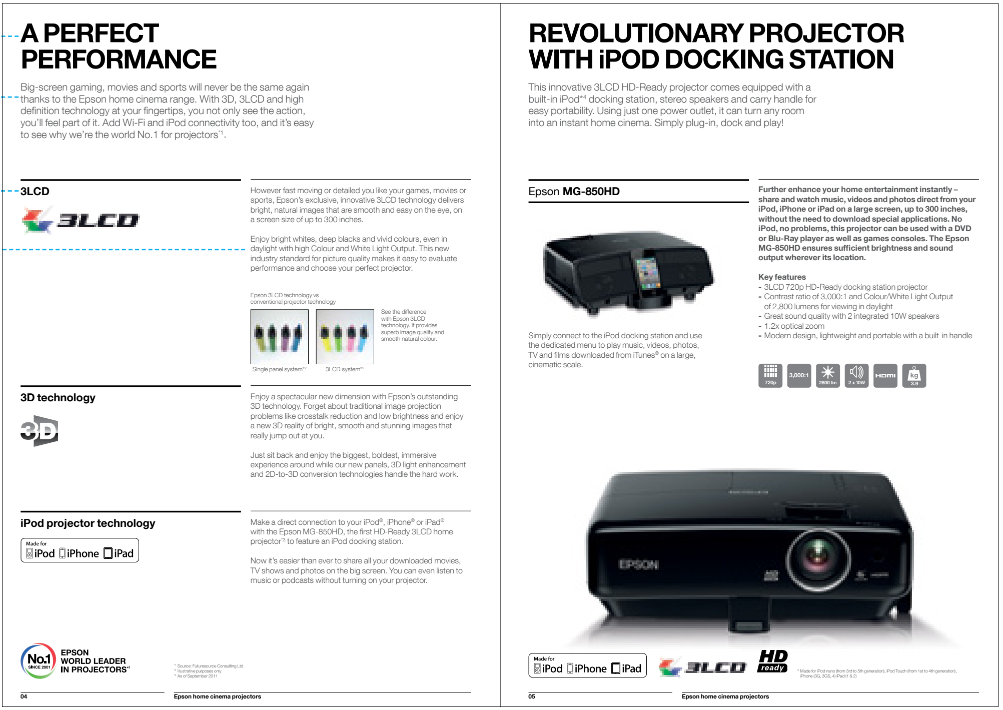
The example on the right shows a layout presenting an effectively clear and simple information hierarchy.

1. Heading

2. Introduction

3. Sub-heading

4. Product related body copy



A PERFECT PERFORMANCE

Big-screen gaming, movies and sports will never be the same again thanks to the Epson home cinema range. With 3D, 3LCD and high definition technology at your fingertips, you not only see the action, you'll feel part of it. Add Wi-Fi and iPod connectivity too, and it's easy to see why we're the world No.1 for projectors*1.

3LCD

However fast moving or detailed you like your games, movies or sports, Epson's exclusive, innovative 3LCD technology delivers bright, natural images that are smooth and easy on the eye, on a screen size of up to 300 inches.

Enjoy bright whites, deep blacks and vivid colours, even in daylight with high Colour and White Light Output. This new industry standard for picture quality makes it easy to evaluate performance and choose your perfect projector.

Epson 3LCD technology vs conventional projector technology

See the difference with Epson 3LCD technology. It provides superb image quality and smooth natural colour.

Single panel system*2 3LCD system*2

3D technology

Enjoy a spectacular new dimension with Epson's outstanding 3D technology. Forget about traditional image projection problems like crosstalk reduction and low brightness and enjoy a new 3D reality of bright, smooth and stunning images that really jump out at you.

Just sit back and enjoy the biggest, boldest, immersive experience around while our new panels, 3D light enhancement and 2D-to-3D conversion technologies handle the hard work.

iPod projector technology

Made for iPod iPhone iPad

Make a direct connection to your iPod®, iPhone® or iPad® with the Epson MG-850HD, the first HD-Ready 3LCD home projector*3 to feature an iPod docking station.

Now it's easier than ever to share all your downloaded movies, TV shows and photos on the big screen. You can even listen to music or podcasts without turning on your projector.

No.1 SINCE 2001 EPSON WORLD LEADER IN PROJECTORS*1

*1 Source: Futuresource Consulting Ltd.
*2 Illustrative purposes only
*3 As of September 2011

04 Epson home cinema projectors

REVOLUTIONARY PROJECTOR WITH iPOD DOCKING STATION

This innovative 3LCD HD-Ready projector comes equipped with a built-in iPod*4 docking station, stereo speakers and carry handle for easy portability. Using just one power outlet, it can turn any room into an instant home cinema. Simply plug-in, dock and play!

Epson **MG-850HD**

Simply connect to the iPod docking station and use the dedicated menu to play music, videos, photos, TV and films downloaded from iTunes® on a large, cinematic scale.

Further enhance your home entertainment instantly – share and watch music, videos and photos direct from your iPod, iPhone or iPad on a large screen, up to 300 inches, without the need to download special applications. No iPod, no problems, this projector can be used with a DVD or Blu-Ray player as well as games consoles. The Epson MG-850HD ensures sufficient brightness and sound output wherever its location.

Key features
- 3LCD 720p HD-Ready docking station projector
- Contrast ratio of 3,000:1 and Colour/White Light Output of 2,800 lumens for viewing in daylight
- Great sound quality with 2 integrated 10W speakers
- 1.2x optical zoom
- Modern design, lightweight and portable with a built-in handle

720p 3,000:1 2800 lm 2 x 10W HDMI kg 3.9

Made for iPod iPhone iPad

HD ready

*4 Made for iPod nano (from 3rd to 5th generation), iPod Touch (from 1st to 4th generation), iPhone (3G, 3GS, 4) iPad (1 & 2)

05 Epson home cinema projectors

USING OUR GRID
ALLOWING FOR TRANSLATIONS

Many Epson communications are translated into a variety of different languages. Always ensure that you allow space for this in your designs.

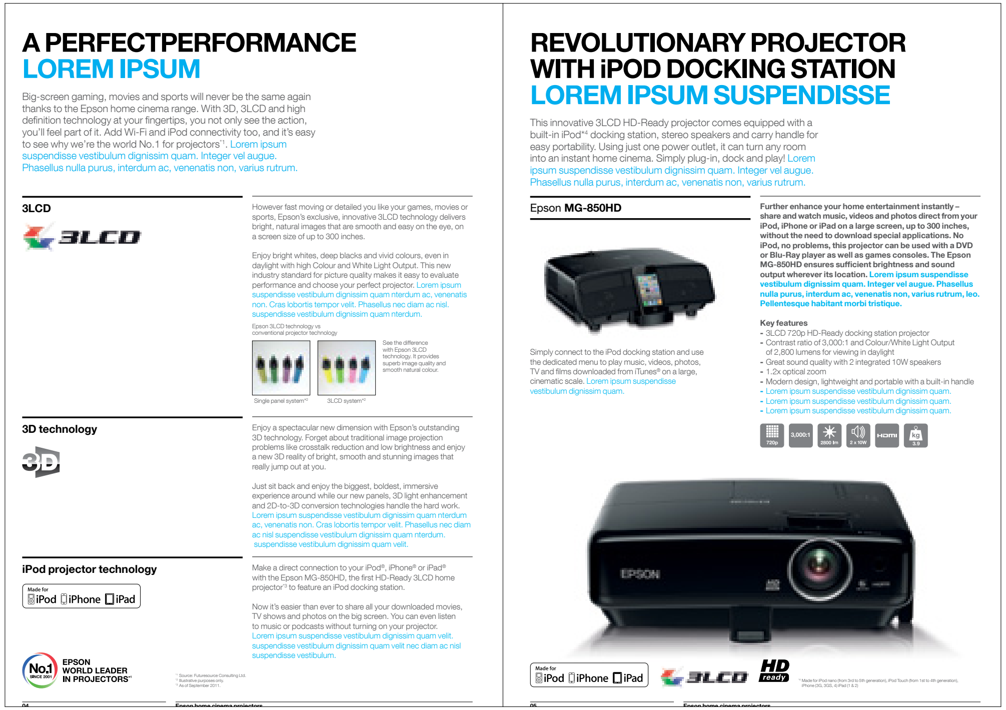
The example on the right uses coloured dummy copy to illustrate how the 20-30% additional copy volume can be accommodated into the design.

As a general rule, you should allow at least 30% more copy than for an English language version.

Despite the additional volume of copy, always ensure that your designs still have a good use of space and a clear information hierarchy.

Good use of the grid will give you the flexibility to accommodate translated copy without compromising the integrity of the layout.

Localised material
Ensure there is a language code, month and year e.g. 11/12 on all printed documents being translated e.g. on the back cover of brochures run the code vertically and position it in the bottom left.



A PERFECTPERFORMANCE
LOREM IPSUM

Big-screen gaming, movies and sports will never be the same again thanks to the Epson home cinema range. With 3D, 3LCD and high definition technology at your fingertips, you not only see the action, you'll feel part of it. Add Wi-Fi and iPod connectivity too, and it's easy to see why we're the world No.1 for projectors*1. Lorem ipsum suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla purus, interdum ac, venenatis non, varius rutrum.

3LCD

However fast moving or detailed you like your games, movies or sports, Epson's exclusive, innovative 3LCD technology delivers bright, natural images that are smooth and easy on the eye, on a screen size of up to 300 inches.

Enjoy bright whites, deep blacks and vivid colours, even in daylight with high Colour and White Light Output. This new industry standard for picture quality makes it easy to evaluate performance and choose your perfect projector. Lorem ipsum suspendisse vestibulum dignissim quam nterdum ac, venenatis non. Cras lobortis tempor velit. Phasellus nec diam ac nisl. suspendisse vestibulum dignissim quam nterdum.

Epson 3LCD technology vs conventional projector technology

Single panel system*2
3LCD system*2

See the difference with Epson 3LCD technology. It provides superb image quality and smooth natural colour.

3D technology

Enjoy a spectacular new dimension with Epson's outstanding 3D technology. Forget about traditional image projection problems like crosstalk reduction and low brightness and enjoy a new 3D reality of bright, smooth and stunning images that really jump out at you.

Just sit back and enjoy the biggest, boldest, immersive experience around while our new panels, 3D light enhancement and 2D-to-3D conversion technologies handle the hard work. Lorem ipsum suspendisse vestibulum dignissim quam nterdum ac, venenatis non. Cras lobortis tempor velit. Phasellus nec diam ac nisl suspendisse vestibulum dignissim quam nterdum. suspendisse vestibulum dignissim quam velit.

iPod projector technology

Made for iPod iPhone iPad

Make a direct connection to your iPod®, iPhone® or iPad® with the Epson MG-850HD, the first HD-Ready 3LCD home projector*3 to feature an iPod docking station.

Now it's easier than ever to share all your downloaded movies, TV shows and photos on the big screen. You can even listen to music or podcasts without turning on your projector. Lorem ipsum suspendisse vestibulum dignissim quam velit. suspendisse vestibulum dignissim quam velit nec diam ac nisl suspendisse vestibulum.

No.1 SINCE 2001 EPSON WORLD LEADER IN PROJECTORS*1

*1 Source: Futuresource Consulting Ltd.
*2 Illustrative purposes only.
*3 As of September 2011.

04 Epson home cinema projectors

REVOLUTIONARY PROJECTOR
WITH iPOD DOCKING STATION
LOREM IPSUM SUSPENDISSE

This innovative 3LCD HD-Ready projector comes equipped with a built-in iPod*4 docking station, stereo speakers and carry handle for easy portability. Using just one power outlet, it can turn any room into an instant home cinema. Simply plug-in, dock and play! Lorem ipsum suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla purus, interdum ac, venenatis non, varius rutrum.

Epson **MG-850HD**

Simply connect to the iPod docking station and use the dedicated menu to play music, videos, photos, TV and films downloaded from iTunes® on a large, cinematic scale. Lorem ipsum suspendisse vestibulum dignissim quam.

Further enhance your home entertainment instantly – share and watch music, videos and photos direct from your iPod, iPhone or iPad on a large screen, up to 300 inches, without the need to download special applications. No iPod, no problems, this projector can be used with a DVD or Blu-Ray player as well as games consoles. The Epson MG-850HD ensures sufficient brightness and sound output wherever its location. Lorem ipsum suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla purus, interdum ac, venenatis non, varius rutrum, leo. Pellentesque habitant morbi tristique.

Key features
- 3LCD 720p HD-Ready docking station projector
- Contrast ratio of 3,000:1 and Colour/White Light Output of 2,800 lumens for viewing in daylight
- Great sound quality with 2 integrated 10W speakers
- 1.2x optical zoom
- Modern design, lightweight and portable with a built-in handle
- Lorem ipsum suspendisse vestibulum dignissim quam.
- Lorem ipsum suspendisse vestibulum dignissim quam.
- Lorem ipsum suspendisse vestibulum dignissim quam.

720p | 3,000:1 | 2800 lm | 2 x 10W | HDMI | kg 3.9

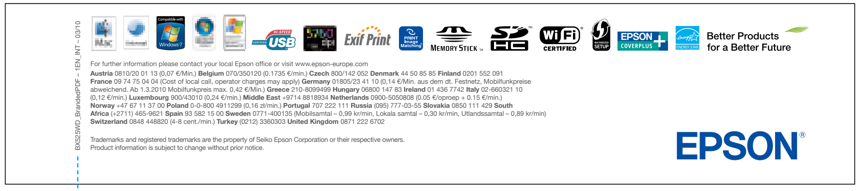
Made for iPod iPhone iPad

HD ready

*4 Made for iPod nano (from 3rd to 5th generation), iPod Touch (from 1st to 4th generation), iPhone (3G, 3GS, 4) iPad (1 & 2)

05 Epson home cinema projectors

Allow 20-30% additional copy space for translation



BX525WD_BrandedPDF – 1EN_INT – 03/10

For further information please contact your local Epson office or visit www.epson-europe.com
Austria 0810/20 01 13 (0,07 €/Min.) **Belgium** 070/350120 (0.1735 €/min.) **Czech** 800/142 052 **Denmark** 44 50 85 85 **Finland** 0201 552 091 **France** 09 74 75 04 04 (Cost of local call, operator charges may apply) **Germany** 01805/23 41 10 (0,14 €/Min. aus dem dt. Festnetz, Mobilfunkpreise abweichend. Ab 1.3.2010 Mobilfunkpreis max. 0,42 €/Min.) **Greece** 210-8099499 **Hungary** 06800 147 83 **Ireland** 01 436 7742 **Italy** 02-660321 10 (0,12 €/min.) **Luxembourg** 900/43010 (0,24 €/min.) **Middle East** +9714 8818934 **Netherlands** 0900-5050808 (0.05 €/oproep + 0.15 €/min.) **Norway** +47 67 11 37 00 **Poland** 0-0-800 4911299 (0,16 zł/min.) **Portugal** 707 222 111 **Russia** (095) 777-03-55 **Slovakia** 0850 111 429 **South Africa** (+2711) 465-9621 **Spain** 93 582 15 00 **Sweden** 0771-400135 (Mobilsamtal – 0,99 kr/min, Lokala samtal – 0,30 kr/min, Utlandssamtal – 0,89 kr/min) **Switzerland** 0848 448820 (4-8 cent./min.) **Turkey** (0212) 3360303 **United Kingdom** 0871 222 6702

Trademarks and registered trademarks are the property of Seiko Epson Corporation or their respective owners.
Product information is subject to change without prior notice.

Better Products for a Better Future

EPSON

Back cover – position language code bottom left

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- Secondary benchmarks
- Tertiary benchmarks
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- What to avoid
- Getting the most out of stock photography
- Line art and iconography
- Line art
- Technology icons
- Charts and diagrams
- Charts, diagrams and tables

IMAGERY

Imagery is a very powerful tool – it helps us to convey information quickly, make an impact and connect with our audiences on an emotional level. Remember the phrase ‘a picture’s worth a thousand words’.

We have broken Epson imagery down into the following: Photography, Illustration, Charts and Diagrams.

PHOTOGRAPHY

Photography is a key ingredient in Epson’s brand communications, helping to both promote our products and build stronger brand recognition.

Our photography shows how Epson products and services come to life in an inspiring way.

We show situations that are relevant to our products and markets, while engaging our customers by showing an unexpected view of the world.

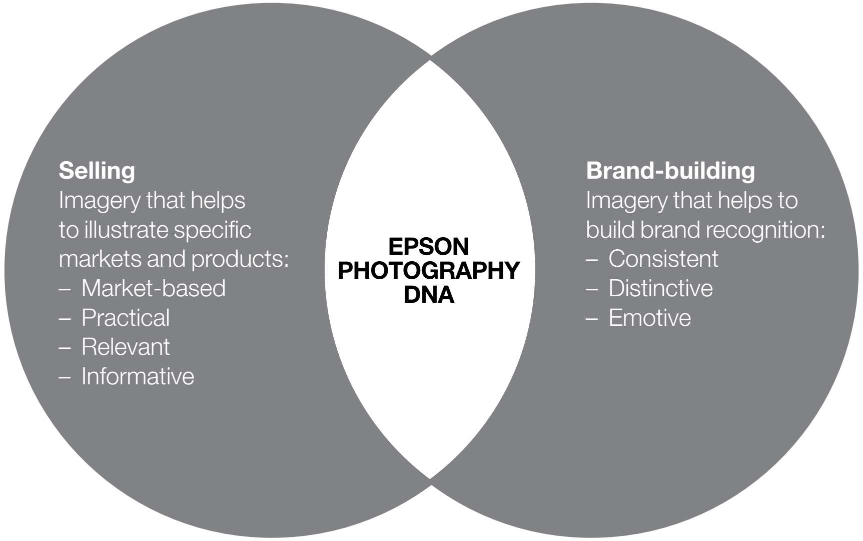
INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
– Photography
– Epson photography DNA
– Primary benchmarks
– Secondary benchmarks
– Tertiary benchmarks
– Corporate image style
– Product photography
– Product image lock-up
– Photography featuring products
– What to avoid
– Getting the most out of stock photography
– Line art and iconography
– Line art
– Technology icons
– Charts and diagrams
– Charts, diagrams and tables

IMAGERY
EPSON PHOTOGRAPHY DNA

Selling
Good photography enables us to engage and inspire our customers, showcasing our products and promoting them to specific audiences.

Brand-building
A distinctive, emotive and consistent approach to photography helps to distinguish our brand communications and build stronger brand recognition.



Selling
Imagery that helps to illustrate specific markets and products:
- Market-based
- Practical
- Relevant
- Informative

EPSON PHOTOGRAPHY DNA

Brand-building
Imagery that helps to build brand recognition:
- Consistent
- Distinctive
- Emotive

Epson photography DNA
We have distilled the common characteristics that make an Epson photograph. We call this the Epson photography DNA – defined by some primary and secondary benchmarks.

Primary benchmarks

Space
- Through composition
- Through unusual angles
- Through depth of field

Relevance
- Related to Epson products and markets, or can be made relevant through copy
- Does not need to feature a product but subject matter/action is clearly related

Looking at things differently
- Unexpected content
- Interesting observations
- Unusual compositions or angles

Secondary benchmarks

Colour
- Economy of colour
- Accents of bright colour

Authenticity
- Candid
- Credible
- Unstaged

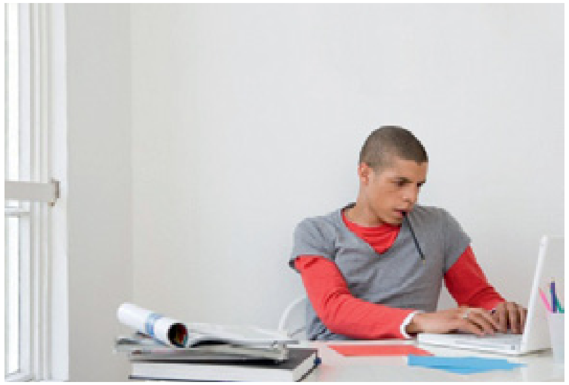
Modernity
Clean and simple
Fresh
Contemporary

Note: Photography and imagery should be culturally sensitive and in alignment with each country’s requirements.

IMAGERY

PRIMARY BENCHMARKS: SPACE, RELEVANCE AND LOOKING AT THINGS DIFFERENTLY

The primary benchmarks are the key distinguishing characteristics that define Epson photography: space, relevance and 'looking at things differently'.



Space
Space is a very important characteristic in Epson photography. It suggests clarity, focus and confidence. Having space in our images also means that when they are used on brochure covers, there is enough room for graphical elements such as headlines.

Relevance
Images should always be relevant to Epson products and markets. We show the everyday situations where our products come to life. Sometimes with a product in the shot and sometimes without. Also consider how use of headline copy can help to bring more relevance and context to less immediately relevant images.

Looking at things differently
We can engage our audiences by showing the world in an unexpected way: cultivating a sense of curiosity, making interesting observations and unusual compositions. Thinking laterally rather than literally. This benchmark is possibly best achieved through commissioned photography.

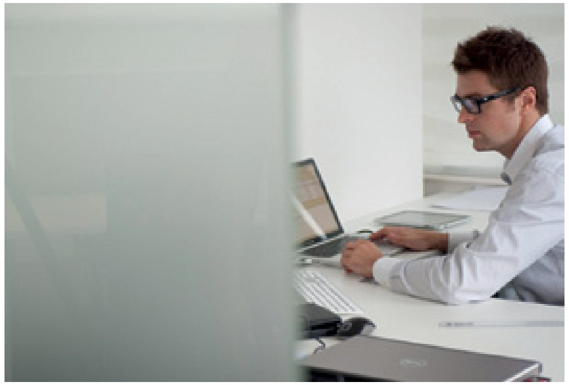
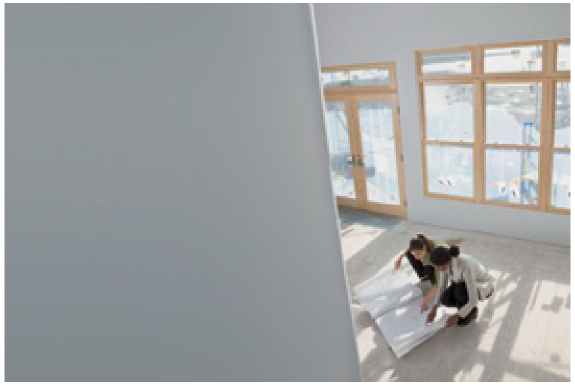
Note. Depth of field can be used as long as part of the image is in sharp focus.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- **Secondary benchmarks**
- Tertiary benchmarks
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- What to avoid
- Getting the most out of stock photography
- Line art and iconography
- Line art
- Technology icons
- Charts and diagrams
- Charts, diagrams and tables

IMAGERY
SECONDARY BENCHMARKS

Our secondary benchmarks help ensure that the tonality of our photography is consistent and appropriate.

Colour
Epson photography uses colour in a subtle way – this gives images a sophisticated feel. We don't use photography that contains large areas of bright colour, preferring to use images with accents or small areas of colour. Remember that images should never feel drab, dull or bland.

Authenticity
Always show real people in real situations, avoiding staged or posed photography. This helps to give our brand communications a sense of integrity, credibility and honesty.

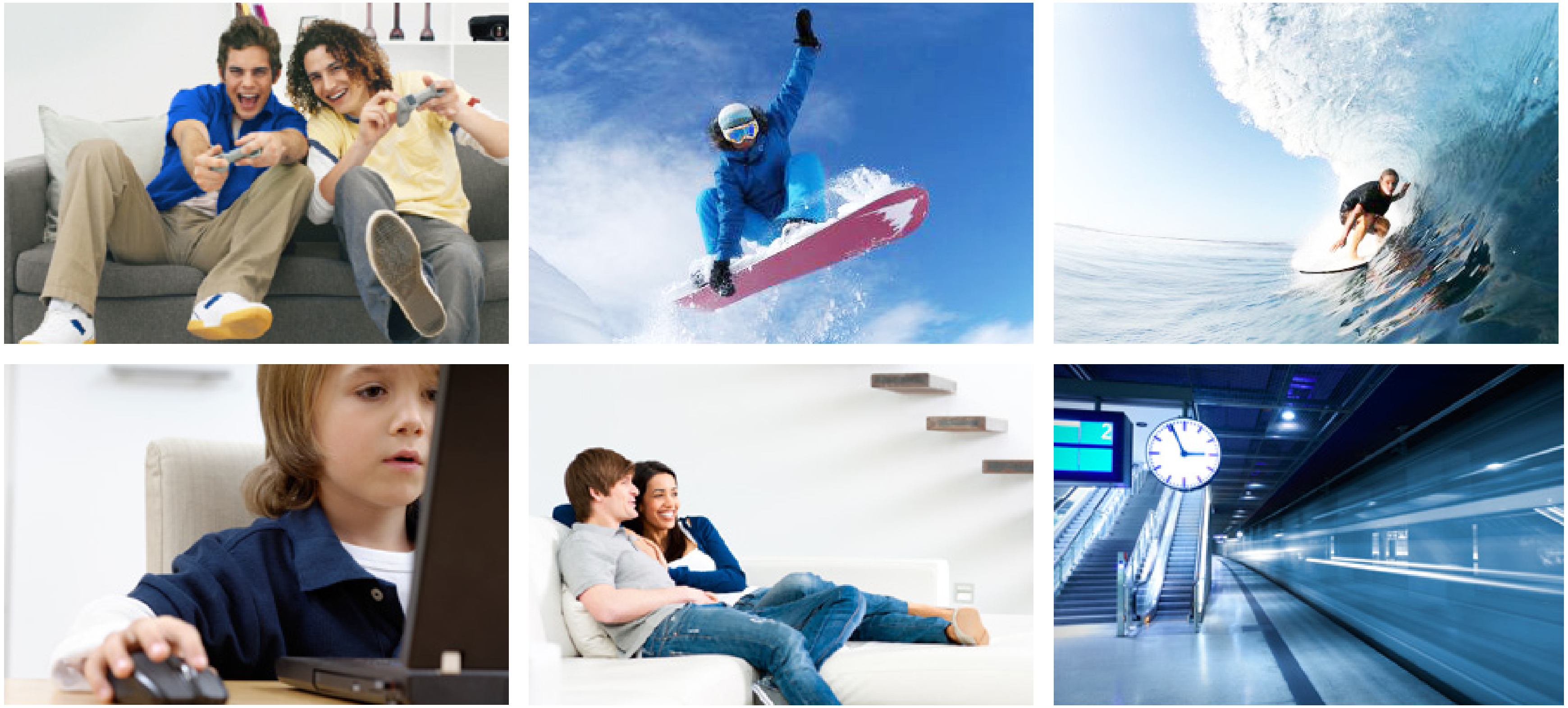
Modernity
Epson is a forward-looking brand, so we always strive to give images a modern feel. We do this by keeping things clean and simple and avoiding subject matter that feels old-fashioned.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- Secondary benchmarks
- **Tertiary benchmarks**
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- What to avoid
- Getting the most out of stock photography
- Line art and iconography
- Line art
- Technology icons
- Charts and diagrams
- Charts, diagrams and tables

IMAGERY
TERTIARY BENCHMARKS

Our tertiary benchmarks help to add a dynamic feel to our photography. This is especially important for advertising applications.



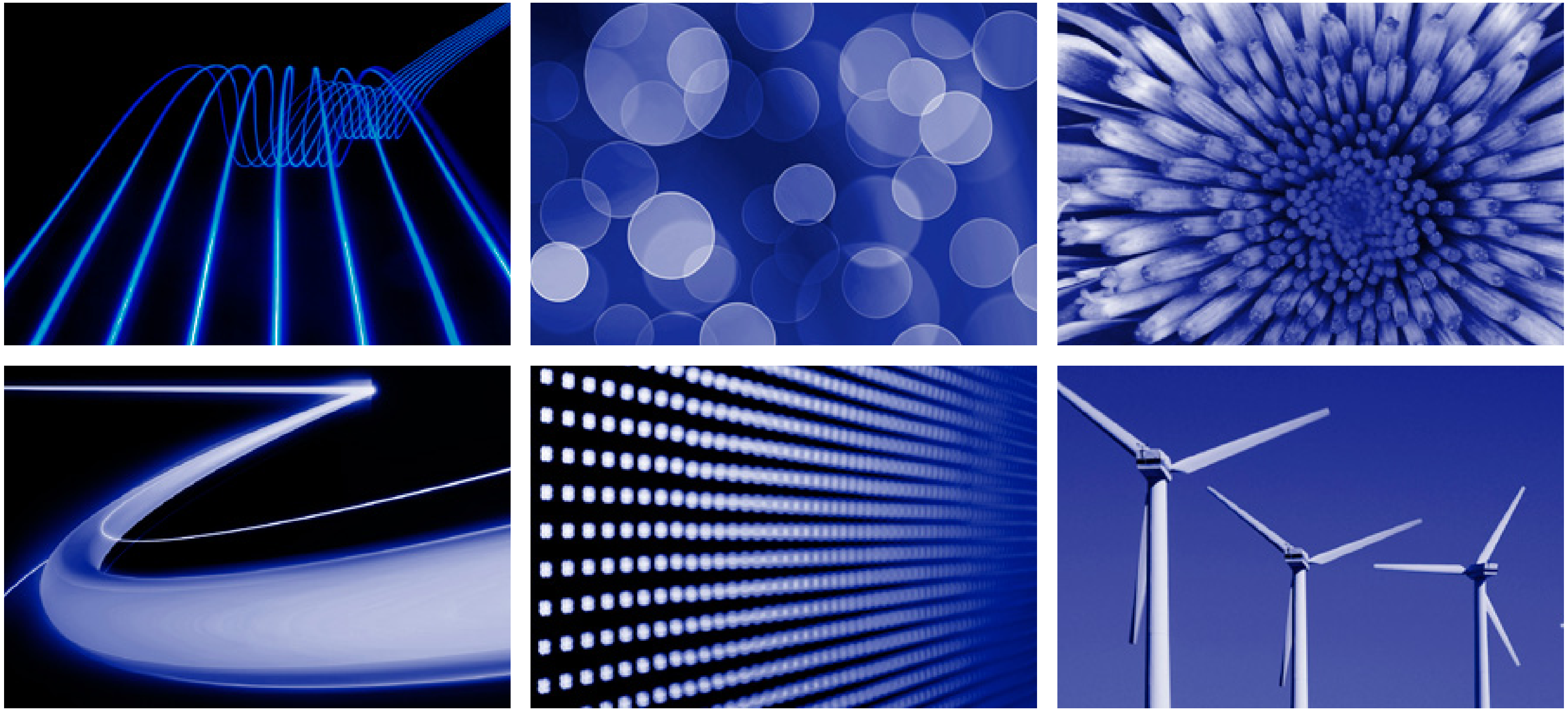
Colour
To create a distinctive look for our advertising, use images that have a close relation to our brand colour palette. Images with accents coloured in complimentary shades of blue are especially helpful to establish a style that can be closely related to our brand.

Images don't have to incorporate blue, it should be used where appropriate. Sometimes this is not possible due to specific colour requirements of the products or inks. For example; print samples, sometimes this doesn't work with the colour scheme or does not look natural. In the instance where blue is not used within the image itself, it should be added through the parallelogram.

Dynamic
To avoid dull or bland photography, it is important to show people or situations in action.

IMAGERY
CORPORATE IMAGE STYLE

To create a distinctive look for brand applications, we have created a conceptual image style.



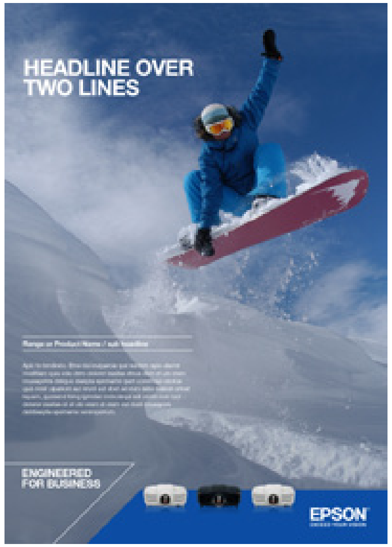
Photography for corporate applications consists of carefully-selected stock photography which is recoloured to reflect Epson's brand colours.

Imagery is grouped into four distinct areas:

1. **Speed**
   blurred / long exposure / saving time
2. **Brilliance**
   bright light / projections / brightness / sharpness
3. **Precision**
   macro / detail / tech
4. **Eco**
   nature / environment / sky

IMAGERY
PRODUCT PHOTOGRAPHY

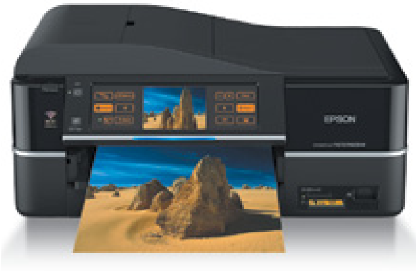
We can add product photography to communications that don't show the product in the main image. The example below shows a product image locked into the bottom of the brochure cover using the product image lock-up.



Product photography: Do's
Always shoot the product from the front and from slightly above to gain depth and dimension. You should be able to see at least two sides of the product.

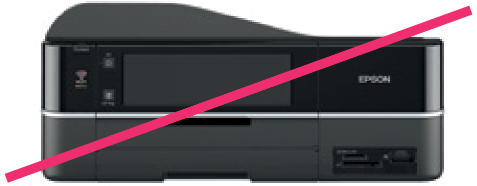
The product should always include a shadow unless the product image is shown within a parallelogram. This helps to anchor the image to the page. On coloured backgrounds, the shadow should appear semi-transparent. Shadows can be added in post-production.

Products should always be shown in use. This could include relevant print samples and/or LCD screen displays.



Product photography: Don'ts
Do not shoot products front on, so only one side is visible. This makes them appear flat and gives little sense of size or shape.

Do not use a shadow under product photography when placed over a lifestyle image.



IMAGERY
PRODUCT IMAGE LOCK-UP

Construction

Product image lock-ups are mainly used when the main image does not include any Epson products. It also helps to show alternative product variations such as colour options of a product. It can also show additional products as part of a range.

The examples on the right show the construction of the product image lock-up. Product images are placed on the top edge of the graphic device.

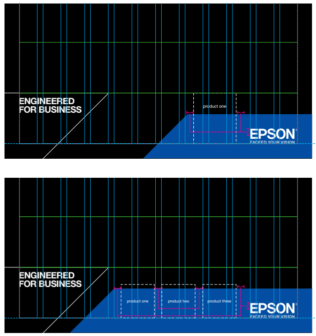
Products should all be aligned on the same baseline either with the base of tagline logo (1) the base of Epson in the tagline logo (2) or to the top of Epson in the tagline logo (3). This also ensures product images are positioned with our recommended overlap past the top edge of the parallelogram. (4) A product may also be placed in front of the headline parallelogram lock-up.

Note: Ensure that the product photography does not enter the clear space of the Epson logo.

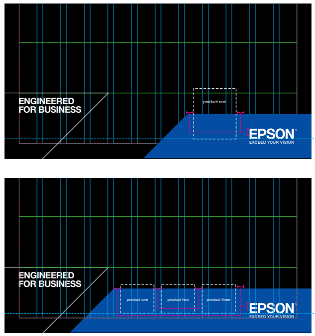
Do not use more than 4 product pictures in a single layout.

The product images do not need a shadow when placed within a parallelogram.

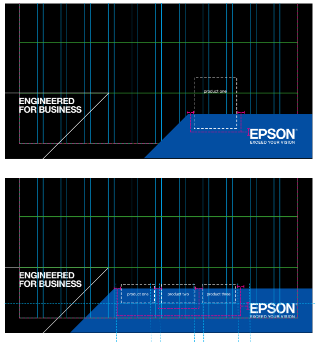
1.


ENGINEERED FOR BUSINESS
product one
EPSON
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON

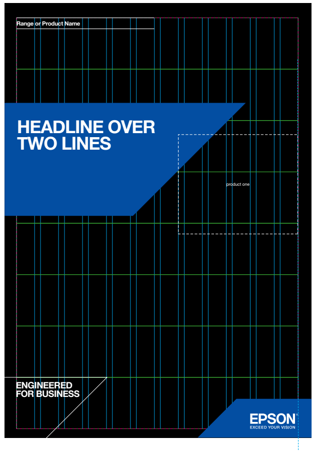
2.


ENGINEERED FOR BUSINESS
product one
EPSON
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON

3.


ENGINEERED FOR BUSINESS
product one
EPSON
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON

4.


Range or Product Name
HEADLINE OVER TWO LINES
product one
ENGINEERED FOR BUSINESS
EPSON

- Products are aligned visually on a horizontal axis of one of three baselines.
- Spacing between each product should be consistent.
- Products placed next to the logo on top of the parallelogram use the logo's exclusion zone as a spacing mechanism. See page 11.
- The product should sit 2/3 X (see page 11) from the top point of the parallelogram's 45° angled edge.
- When there is only one product, the parallelogram reduces in length retracting to the right dependant of how many products are shown.
- When a product is positioned in front of the headline parallelogram lock-up, it should vertically align to the right side of the logo.

Examples

Range or Product Name
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

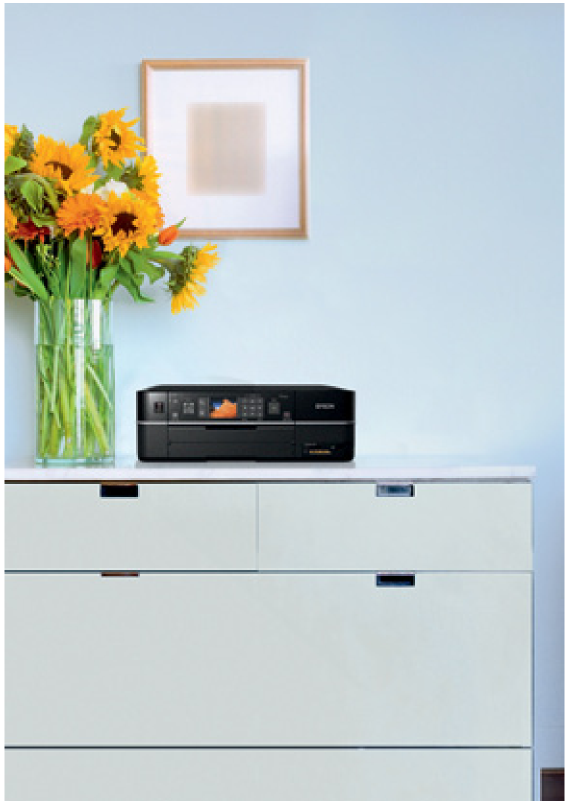
Range or Product Name
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

Epson Business Projectors for Education
ATTENTION SPANS JUST GOT LONGER
ENGINEERED FOR EDUCATION
EPSON

20€ REMBOURSÉS
cora
COMMENT BÉNÉFICIER DE L'OFFRE
1
2
3
Rendez-vous sur www.epson.fr/promocora
EPSON

IMAGERY
PHOTOGRAPHY FEATURING PRODUCTS

It is sometimes necessary to show our products within photography. Our benchmarks apply equally to these images. They should feel just like other Epson photography that does not contain products.



Note: There should not be any other branded products within the shot. (For example, smartphones should be generic – not an iPhone, If they are shown they need to be de-badged in post production).

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

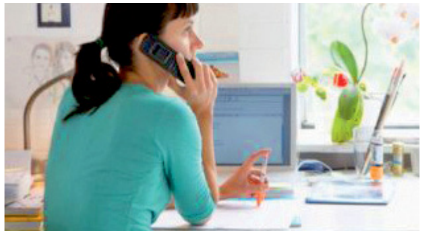
Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- Secondary benchmarks
- Tertiary benchmarks
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- **What to avoid**
- Getting the most out of stock photography
- Line art and iconography
- Line art
- Technology icons
- Charts and diagrams
- Charts, diagrams and tables

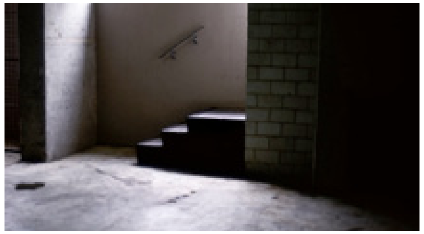
IMAGERY
WHAT TO AVOID

Important note:
All images contained in these guidelines are for visual purposes only.

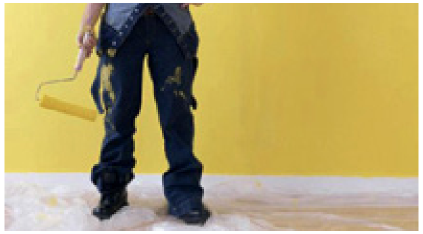
Usage rights should be approved and licenses purchased through the relevant image library or photographer.

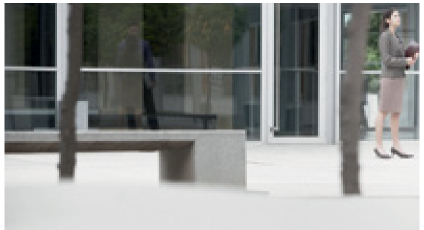
Space


Avoid compositions that are complicated or cluttered. ✗

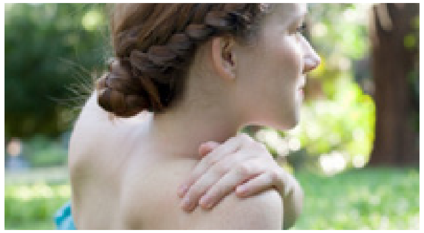

Avoid using empty, desolate spaces. ✗

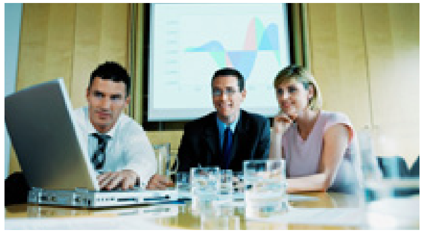
Colour


Avoid large areas of colour (except blue). ✗

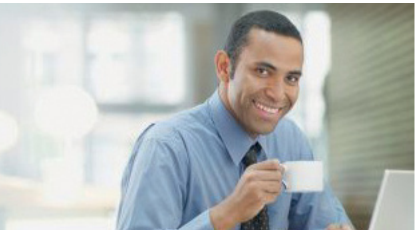

Avoid images that feel dull or drab. ✗

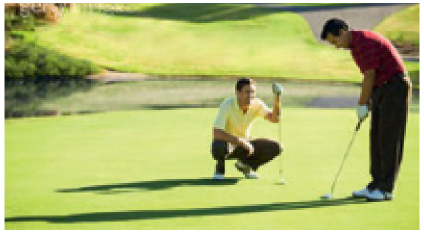
Relevance


Avoid imagery such as bare shoulders or feet that may be deemed culturally insensitive. ✗

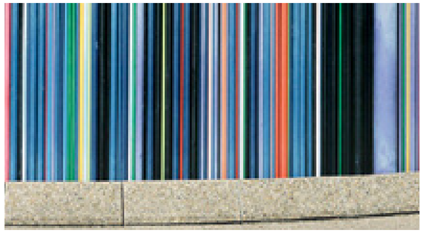

Avoid dated images that look old fashioned. ✗

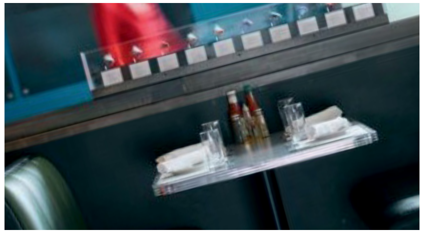
Authenticity


Avoid photography that feels staged or posed. ✗

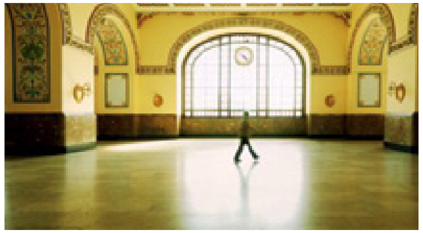

Avoid using stereotypes of customer groups. ✗

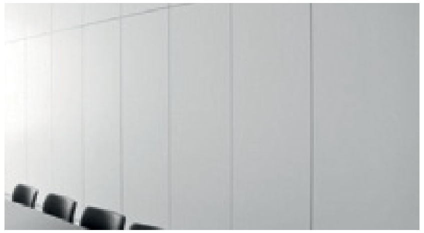
Looking at things differently


‘Looking at things differently’ isn’t creating compositions that are abstract or difficult to read. ✗


‘Looking at things differently’ isn’t rotating an image to create an unusual angle. ✗

Modernity


Avoid locations that feel old fashioned. ✗


Avoid images that are cold and minimal. ✗

IMAGERY
GETTING THE MOST OUT OF STOCK PHOTOGRAPHY

It is not always possible or even practical to use specially commissioned photography. This page shows how to get the most out of using image bank photography.

When to use image bank photography
These lists show when to use image bank photography and when commissioned photography is more appropriate:

Use image bank photography for
- Print samples
- Fact sheets
- End-user campaigns
- Channel kits
- Product literature

Use commissioned photography for
- Advertising
- Hero product literature

Image search tips
When searching for images, as well as using literal product and market-related search words, also try using words and phrases linked to the Epson photography DNA. This can help to broaden your search and generate more engaging results. Here are some example search words:

Space
- Depth of field
- Spacious
- Open area
- Texture
- Focus
- Clear space
- Light

Colour
- Highlight colour
- Controlled colour
- Bright colour
- Coloured section
- Red area
- Colour economy

Relevance
- Airport
- Scanner
- Scanning at home
- Printing in office
- Architects' plans
- School
- Packaging

Authenticity
- Unstaged
- Candid
- Natural
- Real
- Unposed

Looking at things differently
- Unexpected
- Unusual view
- Observation
- Different perspective
- Interesting angle

Modernity
- Clean
- Simple
- Contemporary
- Modern
- Sophisticated

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- Secondary benchmarks
- Tertiary benchmarks
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- What to avoid
- Getting the most out of stock photography
- **Line art and iconography**
- Line art
- Technology icons
- Charts and diagrams
- Charts, diagrams and tables

LINE ART AND ICONOGRAPHY

We have identified an approach to illustration that helps to bring further distinction and consistency to brand communications.

A variety of illustrative styles can be used, but each shares a common feel: precise and graphic.

IMAGERY
LINE ART

Using line art product illustrations

Line art illustrations are only used on point-of-sale items (where the actual product is visible) or communications that include photographic images of the product.

The product is always drawn from the front and slightly from above, so only the front and top are visible.

Line art should consist of two different stroke weights; one for the inner detail and a thicker outer stroke. The inner line should be a quarter of the thickness of the outer line.

Line art is created with our design benchmarks in mind:

- Space and clarity
- Economy of elements:
- Economy of colour
- Economy of line weight.

Other uses

Line art is also used to illustrate peripheral components and devices in Epson diagrams, such as computers and handheld devices. See diagram on the right.

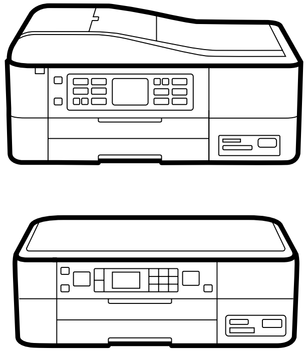
Colour

Whenever possible, line art is coloured using the core palette: corporate blue, black, grey, white.

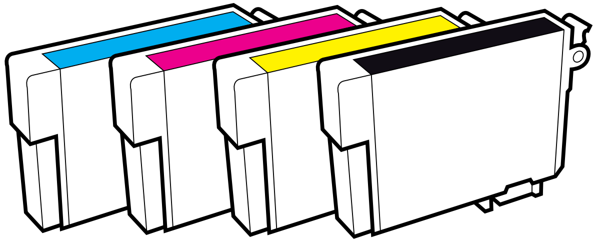
Positioning on the grid

Charts, diagrams and tables should be positioned on the grid. Please refer to the diagram on the right.

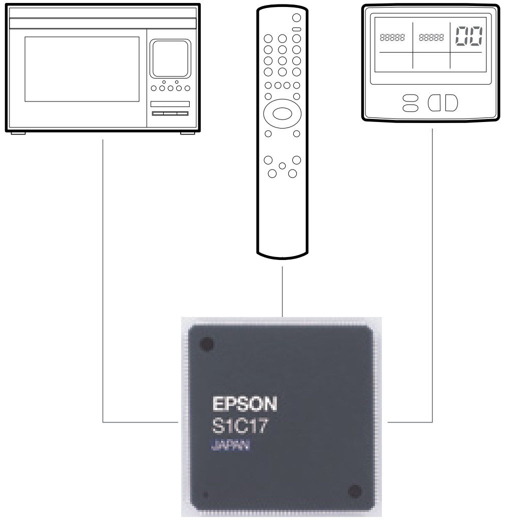
Products



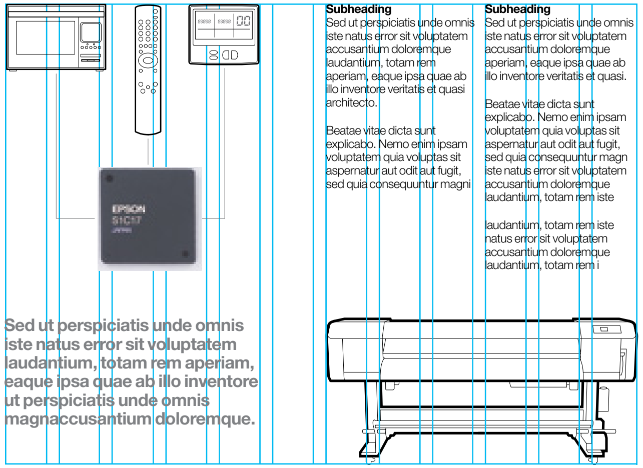
Consumables



Diagrams



Positioning on the grid



Subheading
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni

Subheading
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque aperiam, eaque ipsa quae ab illo inventore veritatis et quasi.

Beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magn iste natus error sit voluptatem accusantium doloremque laudantium, totam rem iste

laudantium, totam rem iste natus error sit voluptatem accusantium doloremque laudantium, totam rem i

Sed ut perspiciatis unde omnis iste natus error sit voluptatem laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore ut perspiciatis unde omnis magnaccusantium doloremque.

IMAGERY
TECHNOLOGY ICONS

Technology icons create a useful shorthand for product features and specifications.

Using the technology icons
Technology icons can be used within a rounded corner square or circular shape with a reversed out design, they should measure no more than 15mm in height and no less than 10mm. Circular shape icons are only used for POS and for hero products in overview cards.

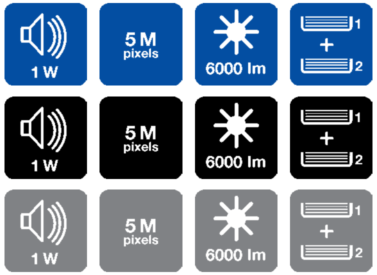
In general icons are not translated and so incorporating copy within them should be avoided. If you are unable to convey the meaning of an icon, without using copy, then consider other ways you can communicate the feature without using one, for example: a bullet pointed list.

Colour
Technology icons are coloured using one colour from the core palette:
- Corporate blue
- Black
- Grey
- White

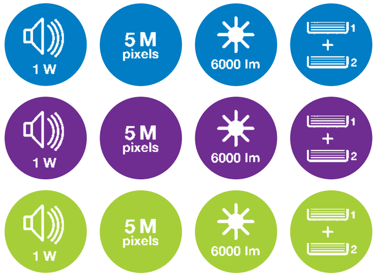
Or for POS situations we can use the colours from our POS colour palette:
- POS light blue
- POS purple
- POS green

Positioning
Technology icons should be positioned on the grid in a range left position. They should have equal prominence and equal space between each icon, See diagram on the right.

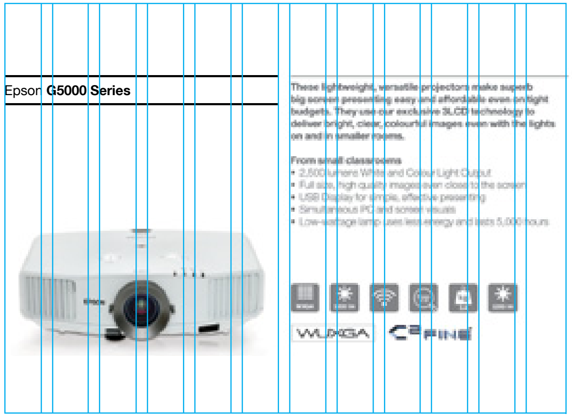
Examples of technology icons in a rounded corner square using Epson core palette colours



Examples of technology icons in a circular shape using Epson POS colours



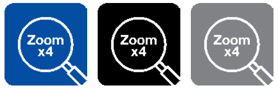
Positioning on the grid


Epson G5000 Series

These lightweight, versatile projectors make superb big screen presenting easy and affordable even on tight budgets. They use our exclusive 3LCD technology to deliver bright, clear, colourful images even with the lights on and in smaller rooms.

From small classrooms
- 2,500 lumens White and Colour Light Output
- Full size, high quality images even close to the screen
- USB Display for simple, effective presenting
- Simultaneous PC and screen visuals
- Low-wattage lamp uses less energy and lasts 5,000 hours

Do not
Draw new icons where the white illustration goes right to the edge of the icon box graphic. This causes legibility issues when the icon is placed on a white background.



INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Imagery
- Photography
- Epson photography DNA
- Primary benchmarks
- Secondary benchmarks
- Tertiary benchmarks
- Corporate image style
- Product photography
- Product image lock-up
- Photography featuring products
- What to avoid
- Getting the most out of stock photography
- Line art and iconography
- Line art
- Technology icons
- **Charts and diagrams**
- Charts, diagrams and tables

CHARTS AND DIAGRAMS

Our charts and diagrams have to convey information quickly and concisely.

Clarity and simplicity is key, so use elements economically, limiting line weight and colour variations wherever possible.

This section includes guidance for line art, charts, diagrams, tables and technology icons.

IMAGERY
CHARTS, DIAGRAMS AND TABLES

Charts, diagrams and tables are used frequently to support content within product and corporate brand communications.

Colour

Whenever possible; charts, diagrams and tables are coloured using the core palette: corporate blue, black, white and grey.

Sometimes we use tints of corporate colours to further differentiate information, for example in bar charts (see table on the bottom left). For consistency and clarity, we recommend only using tints of corporate blue and black.

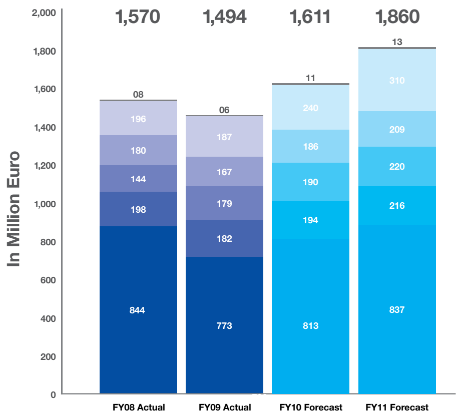
Occasionally additional highlight colours can be used to improve communication and add vibrancy to tables and charts. Our design benchmarks are:

- Keep the number of colours to a minimum to avoid a ‘rainbow’ effect
- Choose colours in harmony with the rest of the document e.g. from imagery.

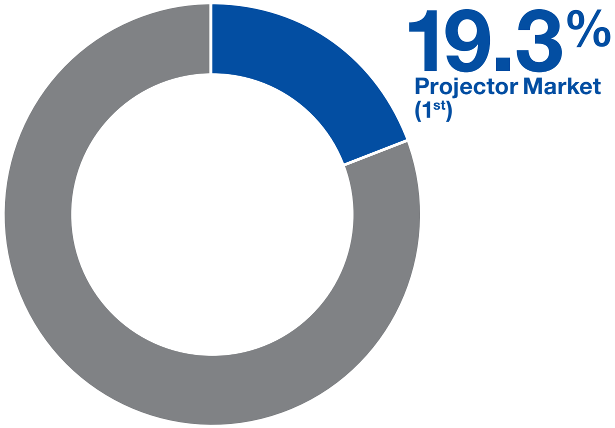
Positioning on the grid

Charts, diagrams and tables should be positioned on the grid whenever possible. Text that relates to the chart or diagram should be placed in alignment. See diagram on the right.

Bar chart



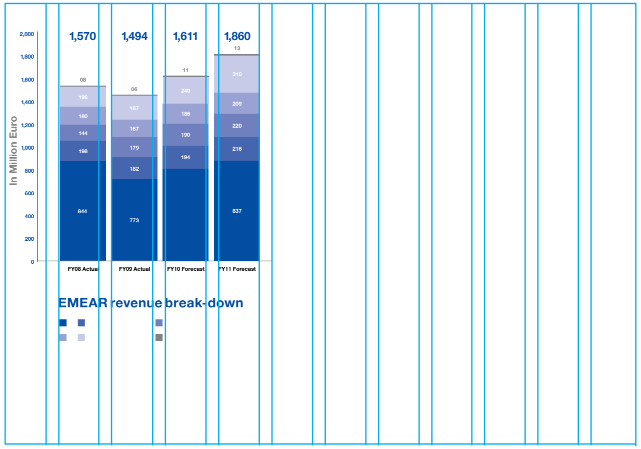
Pie chart



Tables

Ink types	Factors that increase power consumption	
	Heaters	**Lamps**
Solvent-based	Yes	–
Water-based	No	No
UV-curable	–	Yes

Positioning on the grid



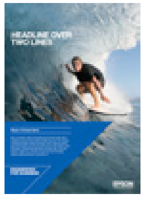
SECTION 3: DESIGN SYSTEM

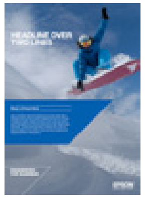
Our new design system is at the heart of Epson's brand. It creates a unique and distinctive look throughout our communication initiatives.

This section illustrates how our design system is applied to our different print communications and how our different print communications work.

SYSTEM OVERVIEW MATRIX
VISUAL OVERVIEW

Press advertising


HEADLINE OVER TWO LINES

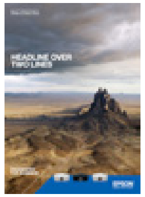

HEADLINE OVER TWO LINES

Outdoor advertising

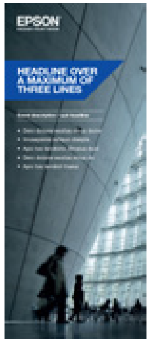
HEADLINE OVER A MAXIMUM OF THREE LINES
EPSON

HEADLINE OVER TWO LINES
EPSON

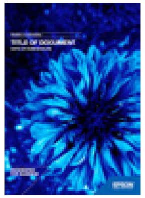
Product brochures


HEADLINE OVER TWO LINES

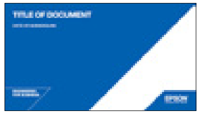
Events


EPSON
HEADLINE OVER A MAXIMUM OF THREE LINES

Corporate


TITLE OF DOCUMENT

TITLE OF DOCUMENT


TITLE OF DOCUMENT

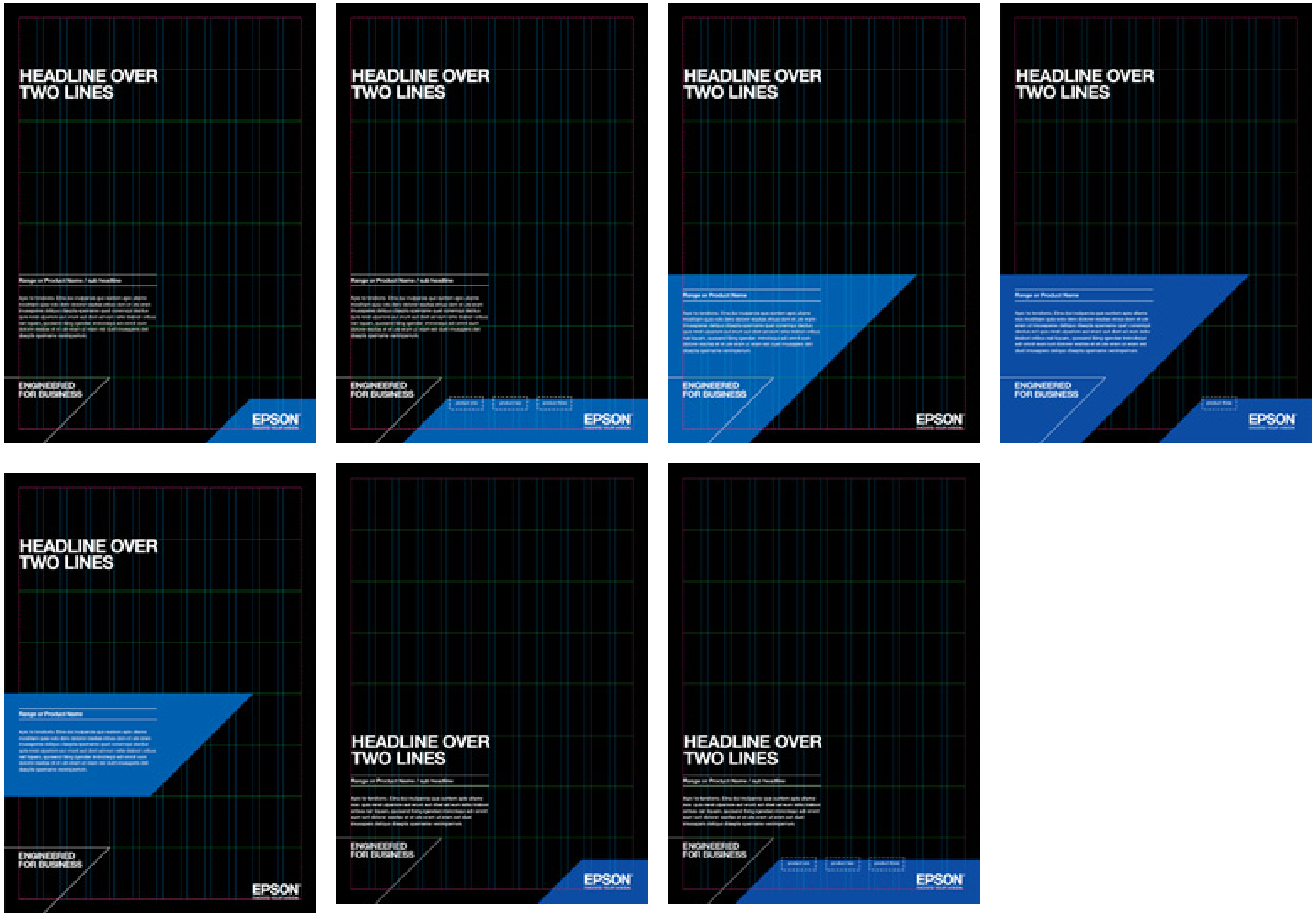
TITLE OF DOCUMENT

Point-of-sale

PRESS ADVERTISING

Striking imagery, with simple but flexible use of the blue design system. Use of existing library, purchased stock or bespoke imagery depending on the level of media investment and scale of the campaign.

PRESS ADVERTISING
PORTRAIT GRID AND SYSTEM


HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

PRESS ADVERTISING
PORTRAIT EXAMPLES

Our press advert layouts are based on an A4 portrait, 12-column grid onto which the following elements are placed:

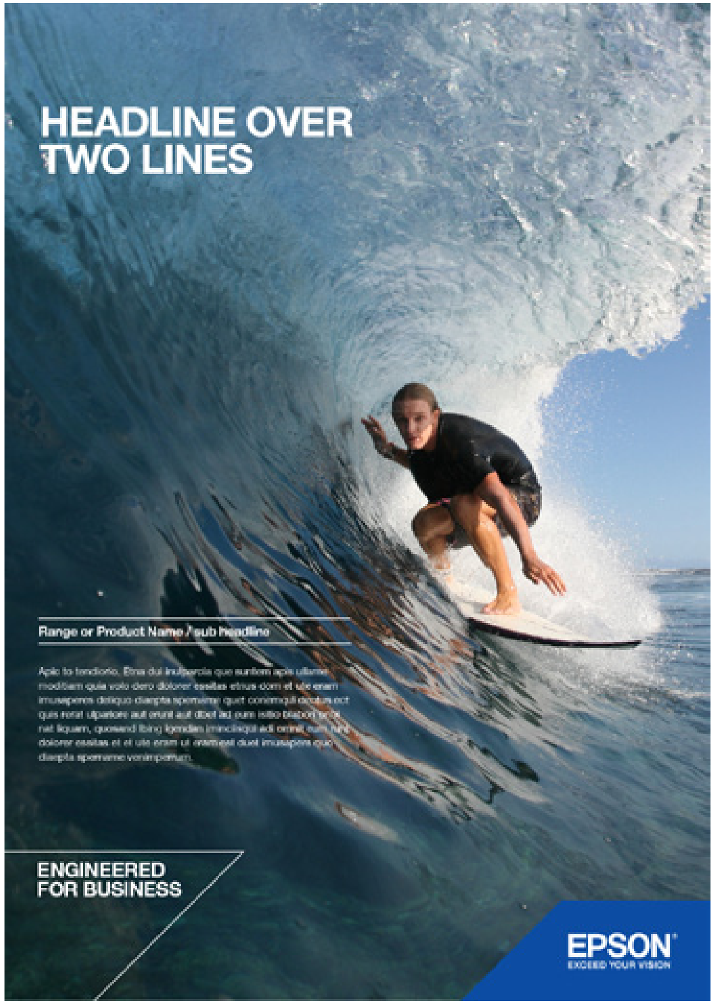
Headlines
Headlines are Helvetica Neue Bold 75 34/32pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
Sits directly above body copy between two 1pt keylines. Sub headlines are Helvetica Neue Bold 75 11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

Body copy
Body copy is Helvetica Neue Roman 55 11pt, sentence case, left-aligned and should be either white or 90% black depending on the colour of the background image.

Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On an A4 layout our logo should measure two columns and two gutters in width and be either white or blue.

We use both stock and bespoke photography for our press advertising depending on the level of media investment and scale of campaign. All images should be visually engaging, dynamic and cropped to maximise impact. There may be very extreme scenarios where you will need to use 100% black for text. For example: very small point sizes, or when printing on very absorbent paper stocks.



HEADLINE OVER TWO LINES

Range or Product Name / sub headline

ENGINEERED FOR BUSINESS

EPSON
EXCEED YOUR VISION

HEADLINE OVER TWO LINES

EPSON

ATTENTION SPANS JUST GOT LONGER

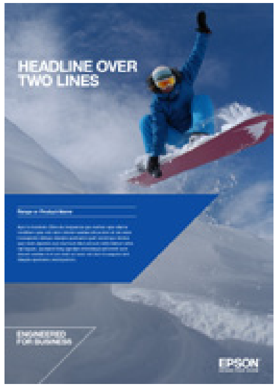
Epson education projector range

ENGINEERED FOR EDUCATION

EPSON

PROFESSIONAL LASER KILLER

EPSON



HEADLINE OVER TWO LINES

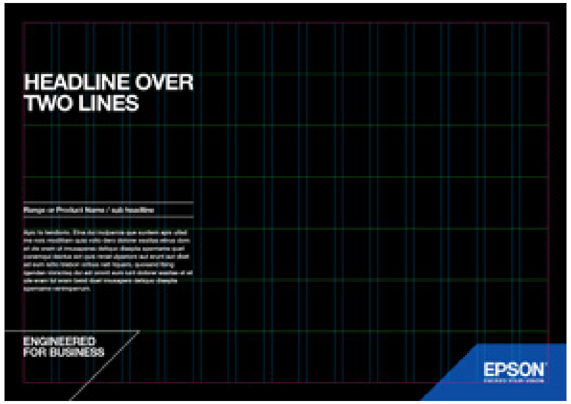
EPSON

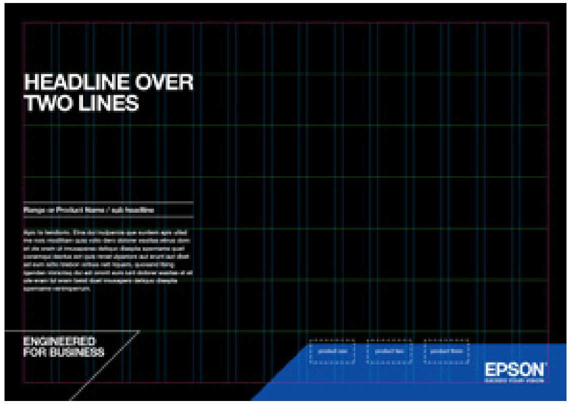
In general, the all body copy is left-aligned. However, certain circumstances may benefit from having justified body copy. For example, the WorkForce Pro Series uses two columns within its layout to allow clean, legible information.

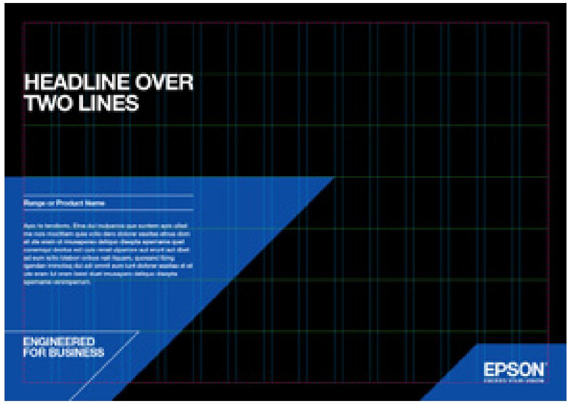
INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

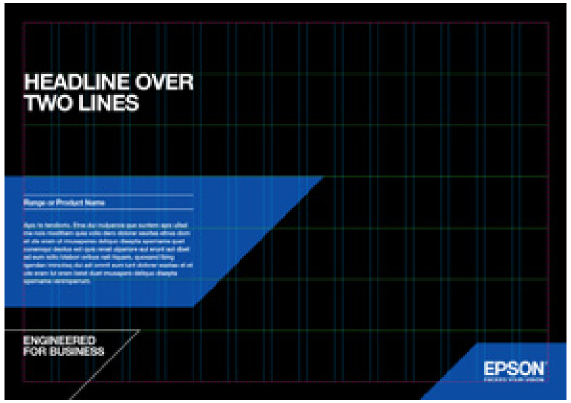
Press Advertising
– Portrait grid and system
– Portrait examples
– Landscape grid and system
– Landscape examples

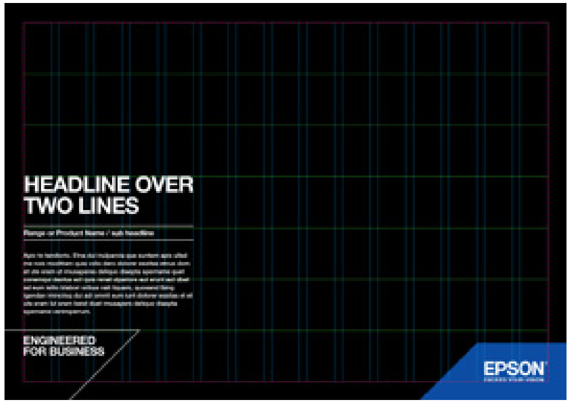
PRESS ADVERTISING
LANDSCAPE GRID AND SYSTEM

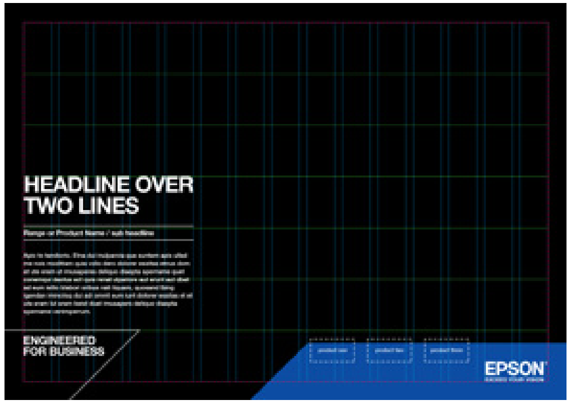

HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
Range or Product Name
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
Range or Product Name
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON

PRESS ADVERTISING
LANDSCAPE EXAMPLES

Our press advert layouts are based on an A4 landscape, 15-column grid onto which the following elements are placed:

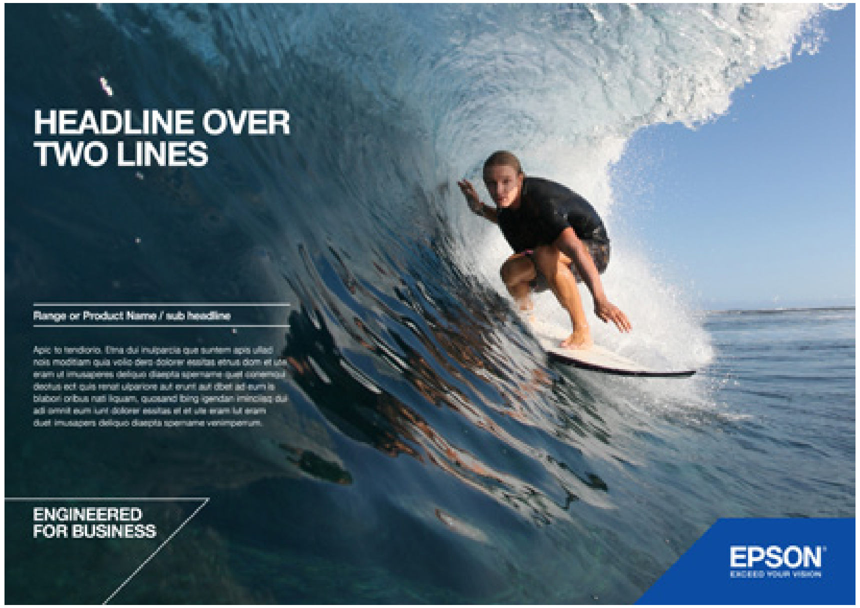
Headlines
Headlines are Helvetica Neue Bold 75 34/32pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

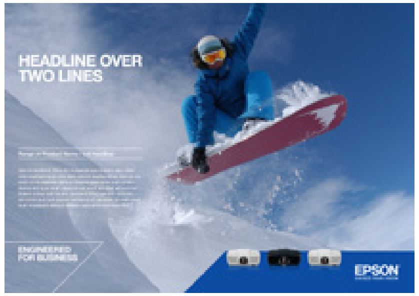
Range/product name or sub-headline
Sits directly above body copy between two 1pt keylines. Sub headlines are Helvetica Neue Bold 75 11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

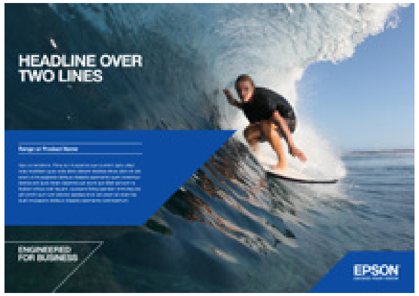
Body copy
Body copy is Helvetica Neue Roman 55 11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

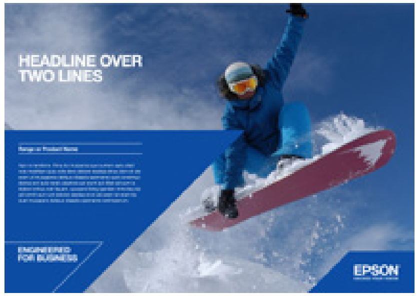
Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On an A4 layout our logo should measure two columns and two gutters in width and be either white or blue.

There may be very extreme scenarios where you will need to use 100% black for text. For example very small point sizes, or when printing on very absorbent paper stocks.


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
TWO LINES
ENGINEERED
FOR BUSINESS
EPSON

Outdoor Advertising
- 6-sheet Grid and system using one parallelogram
- 6-sheet Grid and system using two parallelograms
- 6-sheet examples
- 48-sheet Grid and system using one parallelogram
- 48-sheet Grid and system using two parallelograms
- 48-sheet examples

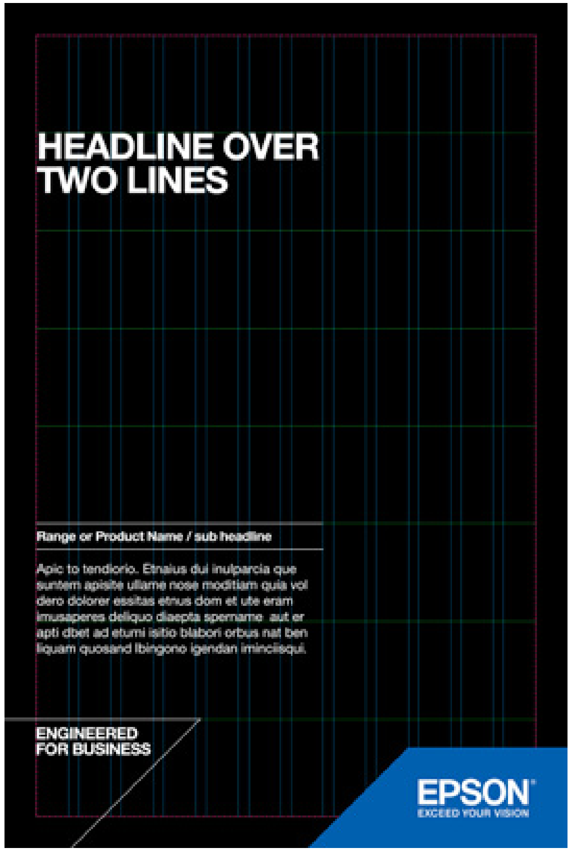
OUTDOOR ADVERTISING

Striking imagery, with simple but flexible use of the blue design system. Use of existing library, purchased stock or bespoke imagery, depending on the level of media investment and scale of the campaign.

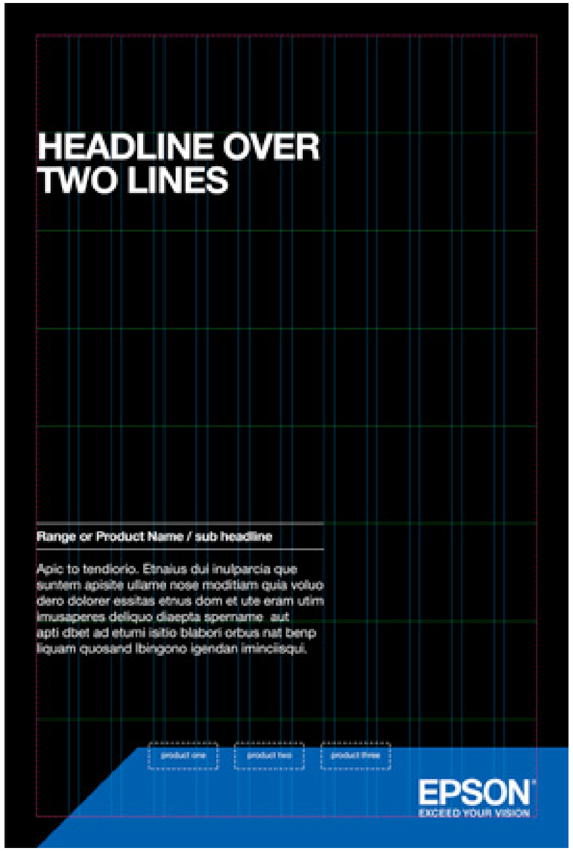
INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Outdoor Advertising
- **6-sheet Grid and system using one parallelogram**
- 6-sheet Grid and system using two parallelograms
- 6-sheet examples
- 48-sheet Grid and system using one parallelogram
- 48-sheet Grid and system using two parallelograms
- 48-sheet examples

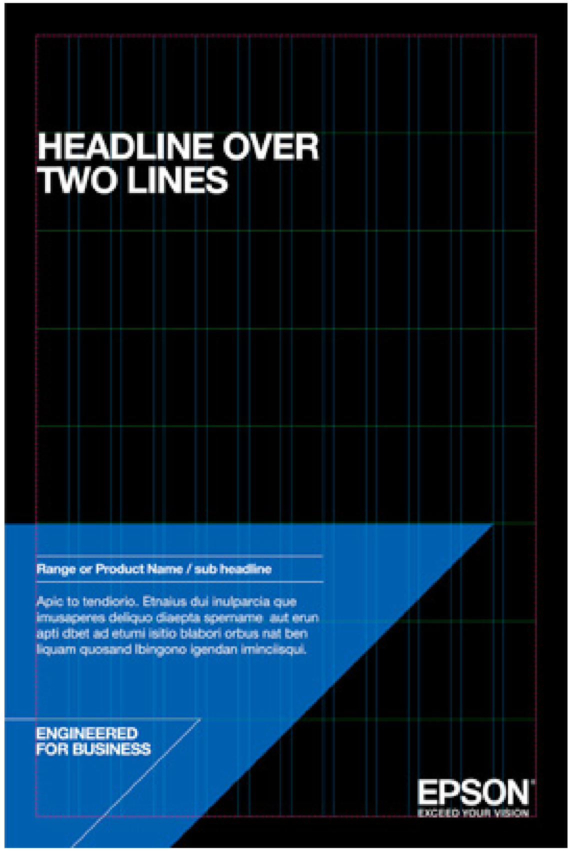
OUTDOOR ADVERTISING
6-SHEET GRID AND SYSTEM USING ONE PARALLELOGRAM


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

Apic to tendiorio. Etnaius dui inulparcia que suntem apisite ullame nose moditiam quia vol dero dolorer essitas etnus dom et ute eram imusaperes deliquo diaepta spernarne aut er apti dbet ad etumi isitio blabori orbus nat ben liquam quosand Ibingono igendan iminciisqui.


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
product one
product two
product three
EPSON
EXCEED YOUR VISION

Apic to tendiorio. Etnaius dui inulparcia que suntem apisite ullame nose moditiam quia voluo dero dolorer essitas etnus dom et ute eram utim imusaperes deliquo diaepta spernarne aut apti dbet ad etumi isitio blabori orbus nat benp liquam quosand Ibingono igendan iminciisqui.

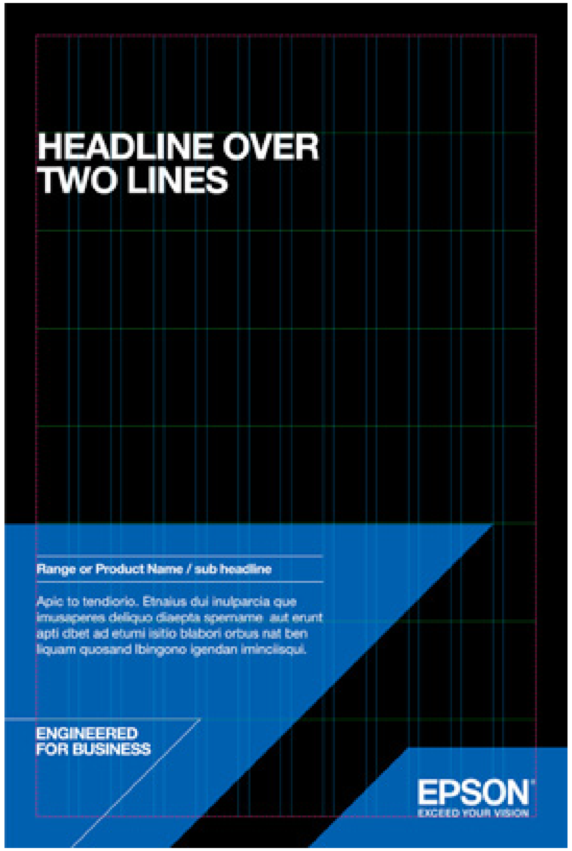

HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION

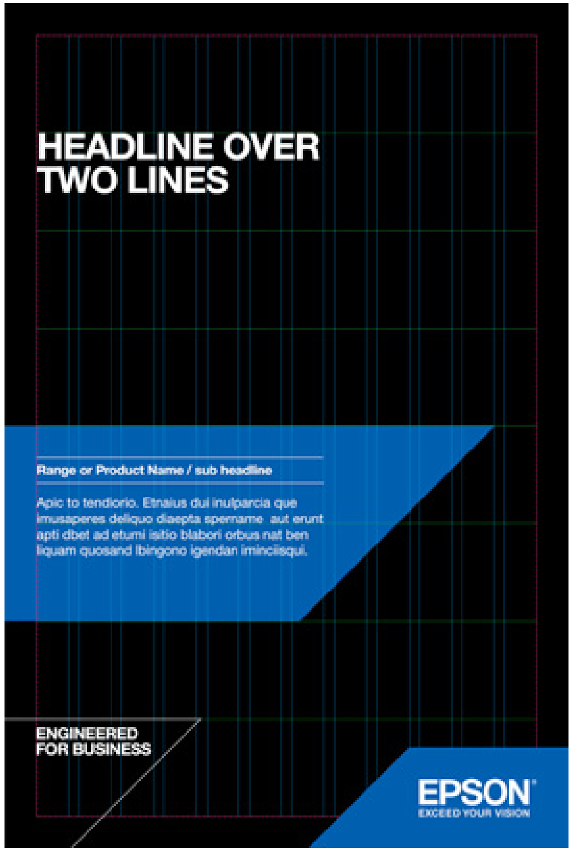
Apic to tendiorio. Etnaius dui inulparcia que imusaperes deliquo diaepta spernarne aut erun apti dbet ad etumi isitio blabori orbus nat ben liquam quosand Ibingono igendan iminciisqui.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

- 6-sheet Grid and system using one parallelogram
- 6-sheet examples
- 48-sheet Grid and system using one parallelogram
- 48-sheet Grid and system using two parallelograms
- 48-sheet examples

OUTDOOR ADVERTISING
6-SHEET GRID AND SYSTEM USING TWO PARALLELOGRAMS


HEADLINE OVER TWO LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui inulparcia que imusaperes deliquo diaepta spername aut erunt apti dbet ad etumi isitio blabori orbus nat ben liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER TWO LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui inulparcia que imusaperes deliquo diaepta spername aut erunt apti dbet ad etumi isitio blabori orbus nat ben liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

Outdoor Advertising
- 6-sheet Grid and system using one parallelogram
- 6-sheet Grid and system using two parallelograms
- **6-sheet examples**
- 48-sheet Grid and system using one parallelogram
- 48-sheet Grid and system using two parallelograms
- 48-sheet examples

OUTDOOR ADVERTISING
6-SHEET EXAMPLES

We use a 12-column grid for our 6-sheet advertising onto which the following elements are placed:

Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image.

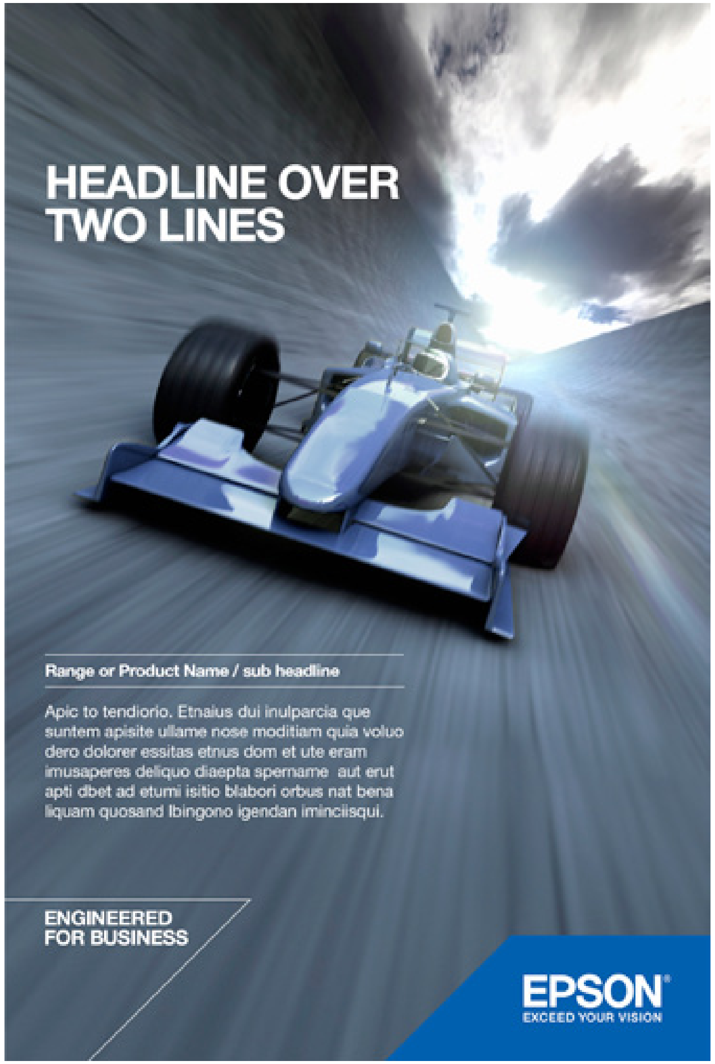
Range/product name or sub-headline
Sits directly above body-copy between two keylines. Sub headlines are Helvetica Neue Bold 75, sentence case, and should be either white or 90% black depending on the colour of the background image.

Body copy
Body copy is Helvetica Neue Roman 55, sentence case, and should be either or 90% black depending on the colour of the background image.

Logo
Whenever possible our logo should be locked to the bottom right-hand corner, on a 6-sheet layout, our logo should measure two columns in width and be either white or blue.

Headlines, sub-headlines, the keylines they sit between and body copy should all span seven columns.

We use both stock and bespoke photography for our 6-sheet advertising depending on the level of media investment and scale of campaign. All images should be visually engaging, dynamic and be cropped to maximise impact.



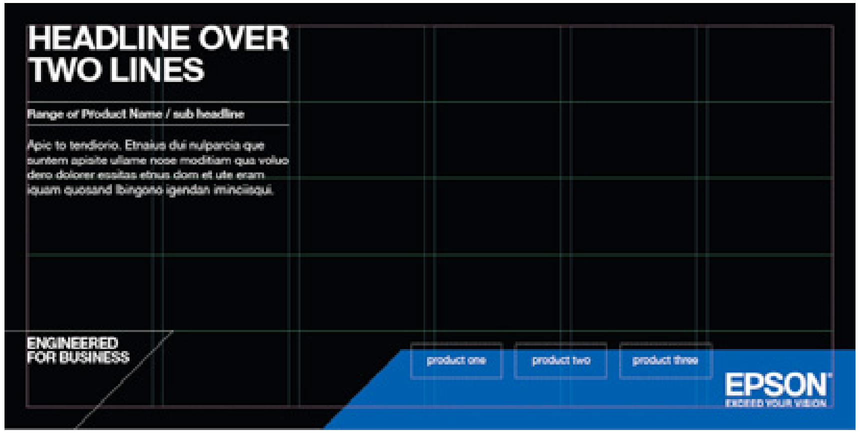
Apic to tendiorio. Etnaius dui inulparcia que suntem apisite ullame nose moditiam quia voluo dero dolorer essitas etnus dom et ute eram imusaperes deliquo diaepta spername aut erut apti dbet ad etumi isitio blabori orbus nat bena liquam quosand Ibingono igendan iminciisqui.

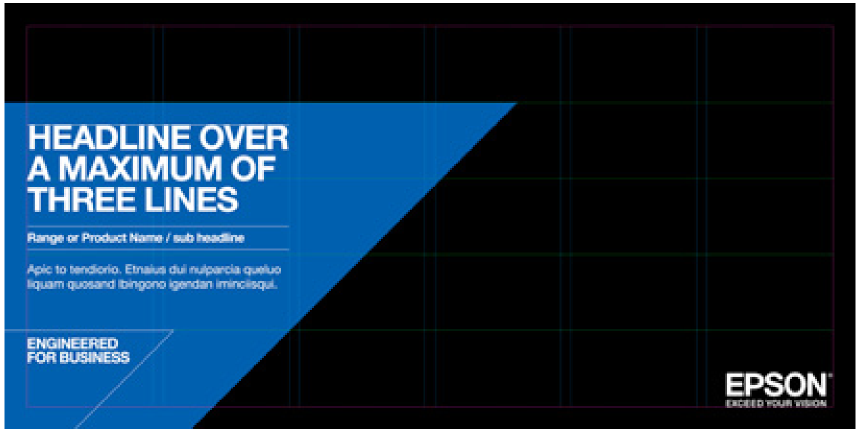
HEADLINE OVER TWO LINES
EPSON

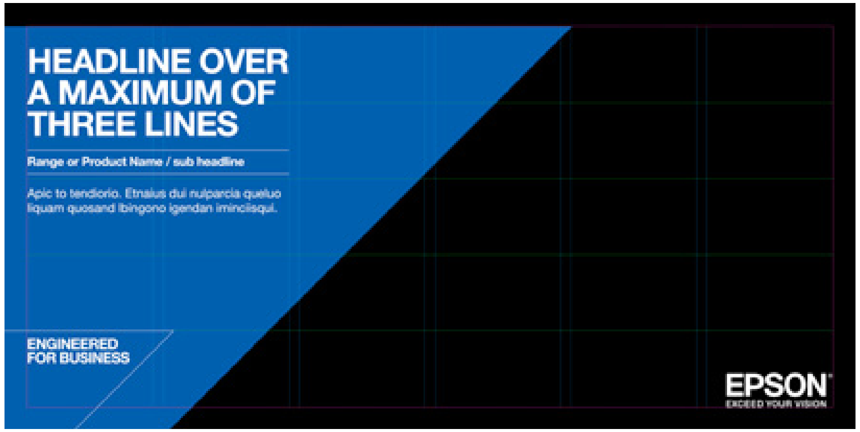
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON

Outdoor Advertising
- 6-sheet Grid and system using one parallelogram
- 6-sheet Grid and system using two parallelograms
- 6-sheet examples
- **48-sheet Grid and system using one parallelogram**
- 48-sheet Grid and system using two parallelograms
- 48-sheet examples

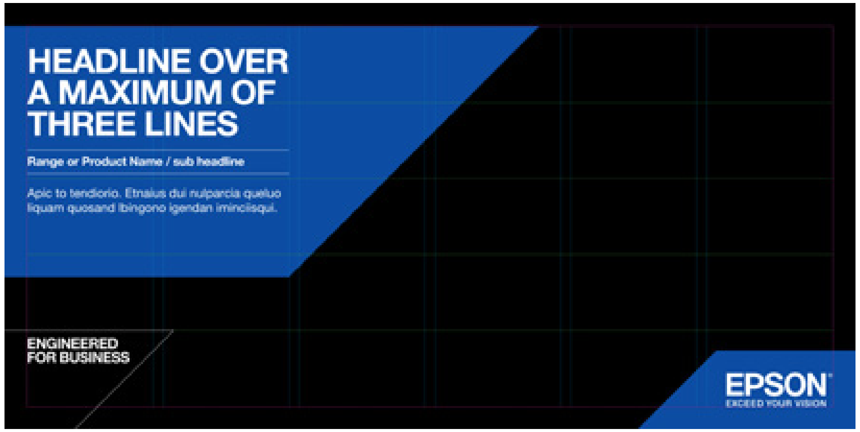
OUTDOOR ADVERTISING
48-SHEET GRID AND SYSTEM USING ONE PARALLELOGRAM

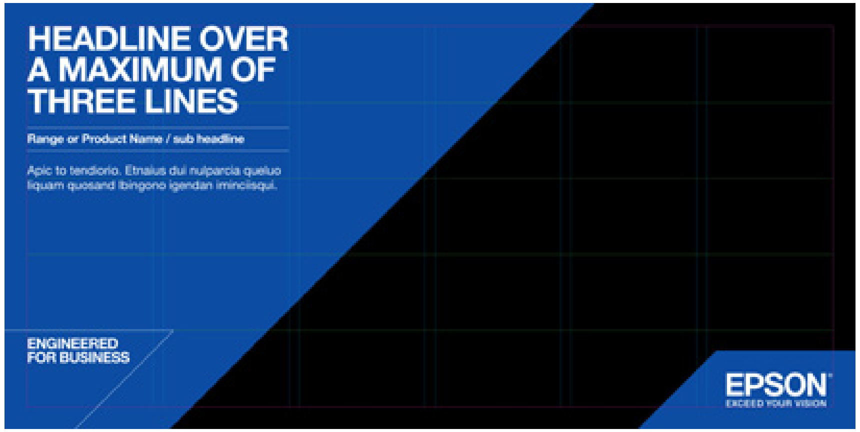

HEADLINE OVER TWO LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia que suntem apisite ullame nose moditiam qua voluo dero dolorer essitas etnus dom et ute eram iquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

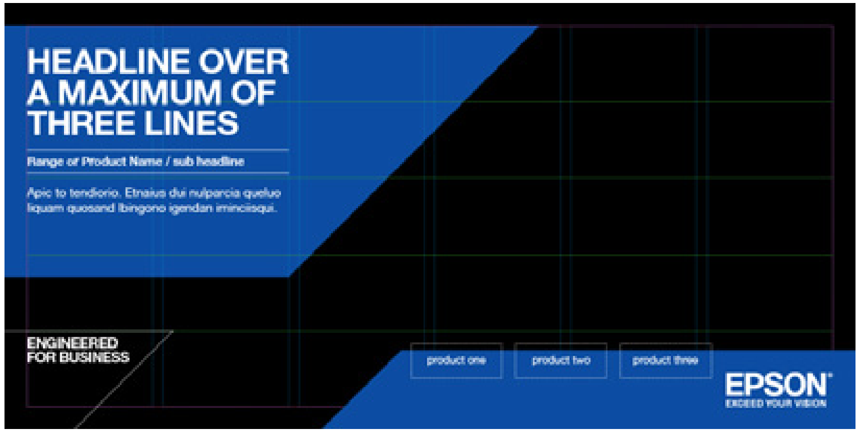

HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

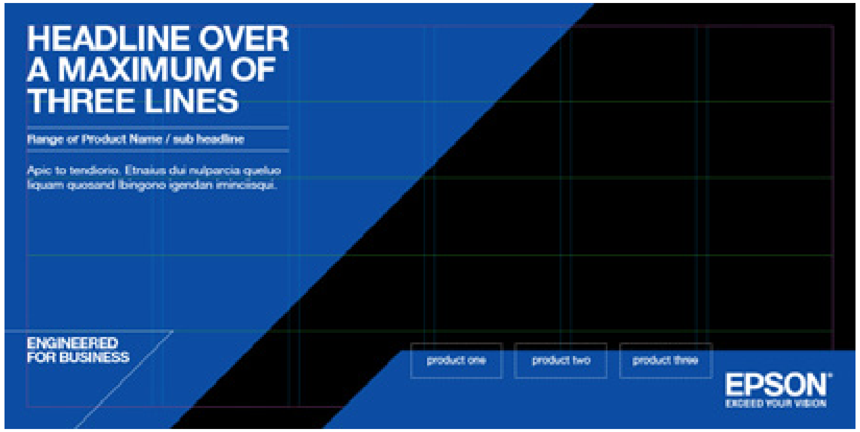

HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

OUTDOOR ADVERTISING
48-SHEET GRID AND SYSTEM USING TWO PARALLELOGRAMS


HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION


HEADLINE OVER A MAXIMUM OF THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

OUTDOOR ADVERTISING
48-SHEET EXAMPLES

We use a 6-column grid for our 48-sheet advertising on to which the following elements are placed:

Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

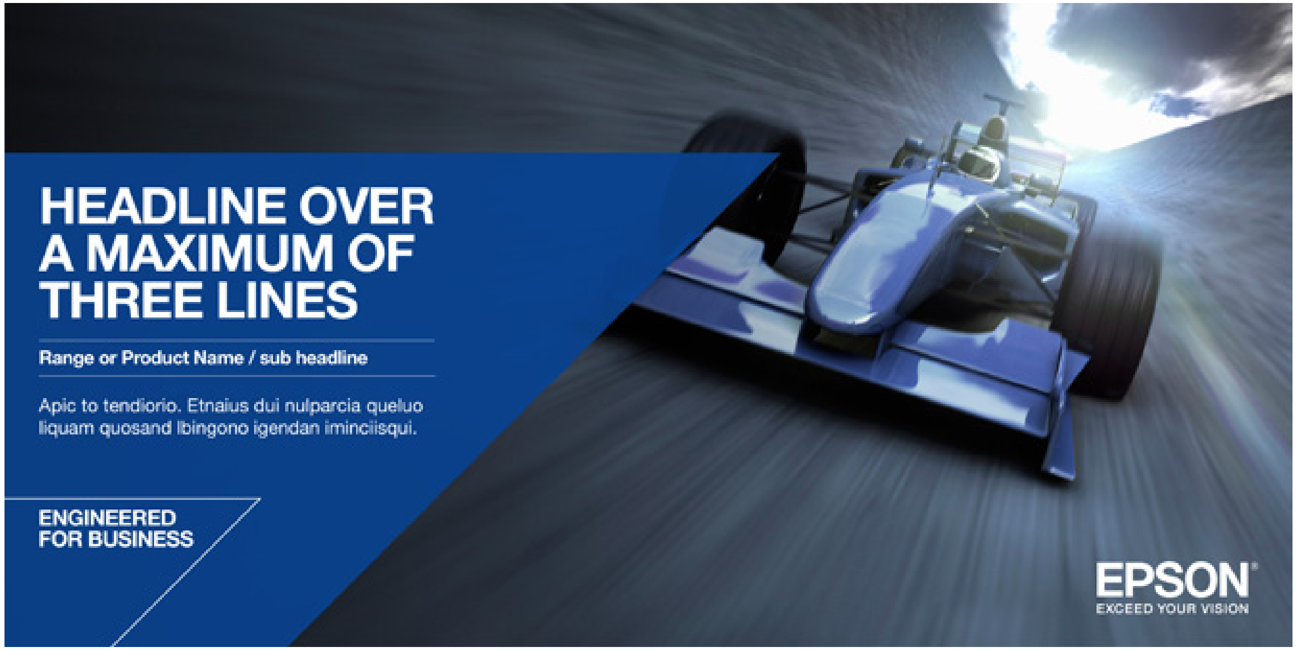
Range/product name or sub headline
Sits directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and should be either white or 90% black depending on the colour of the background image.

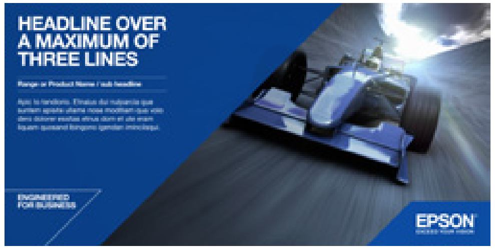
Body copy
Body copy is Helvetica Neue Roman 55, sentence case, and should be either white or 90% black depending on the colour of the background image.

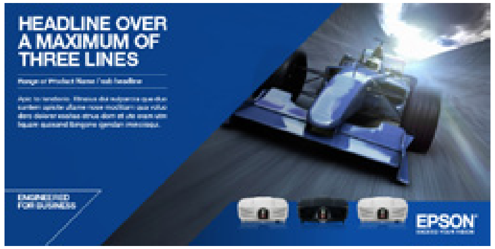
Headlines, sub-headlines, the keylines they sit between and body copy should all span two columns.

Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On a 48 sheet layout, our logo should measure nine-tenths of a column in width and be either white or blue.

We use both stock and bespoke photography for our 48-sheet advertising, depending on the level of media investment and scale of campaign, all images should be visually engaging, dynamic and cropped to maximise impact.


HEADLINE OVER
A MAXIMUM OF
THREE LINES
Range or Product Name / sub headline
Apic to tendiorio. Etnaius dui nulparcia queluo liquam quosand Ibingono igendan iminciisqui.
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER
A MAXIMUM OF
THREE LINES
ENGINEERED
FOR BUSINESS
EPSON


HEADLINE OVER
A MAXIMUM OF
THREE LINES
ENGINEERED
FOR BUSINESS
EPSON

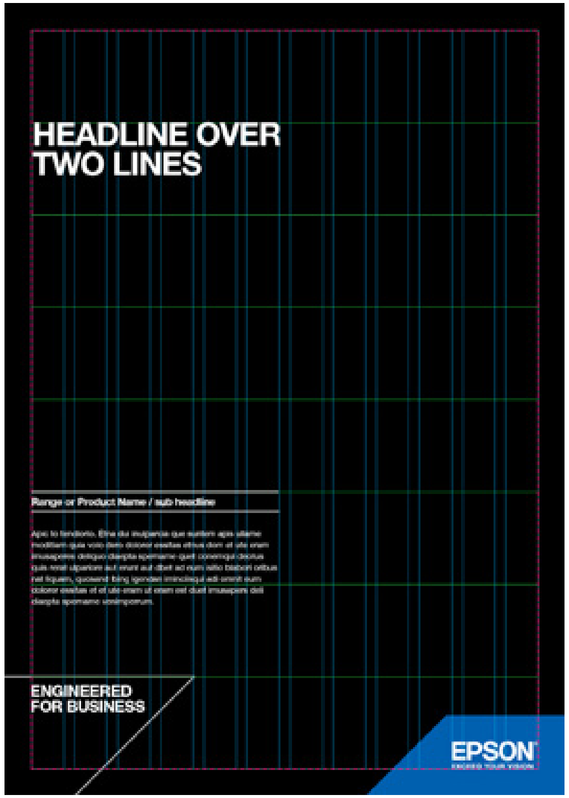
INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

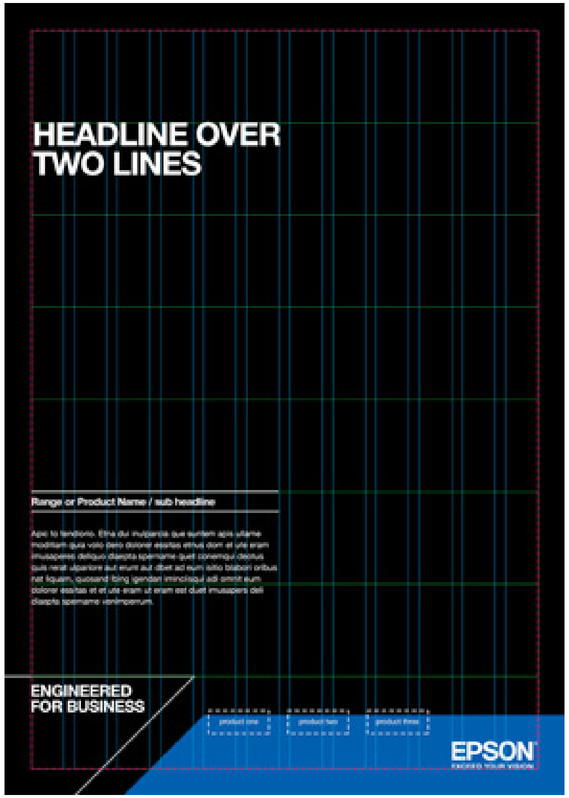
Print Collateral
- Cover grid and system
- Cover examples
- Spread grid and system
- Spread examples
- Overview card and grid system
- Overview card example
- Print guidelines for collateral
- Source creation guidelines
- Case study grid and system
- Case study examples

PRODUCT BROCHURES, OVERVIEW CARDS AND CASE STUDIES

Striking imagery, with pared-back use of the blue design system. Use of existing library, purchased stock or bespoke imagery depending on the content.

PRODUCT BROCHURE COVER OPTIONS
COVER GRID AND SYSTEM


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
EPSON
EXCEED YOUR VISION


HEADLINE OVER
TWO LINES
Range or Product Name / sub headline
ENGINEERED
FOR BUSINESS
product one
product two
product three
EPSON
EXCEED YOUR VISION

PRODUCT BROCHURE COVER OPTIONS
COVER EXAMPLES

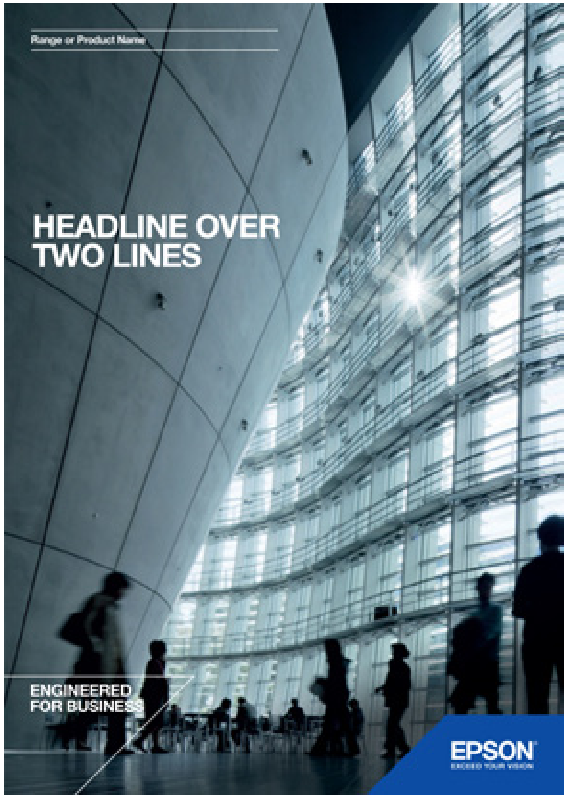
Our product brochure cover layouts are based on an A4, 12-column grid onto which the following elements are placed:

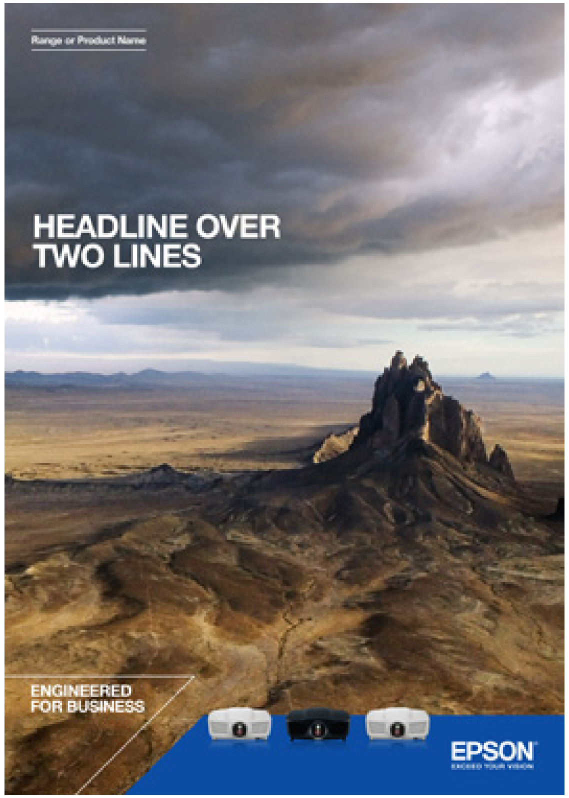
Headlines
Headlines are Helvetica Neue Bold 75 34/32pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Range or product name
Should always be locked to the top-left corner of the grid and sits between two 1pt keylines. Product range is Helvetica Neue Bold 75 11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

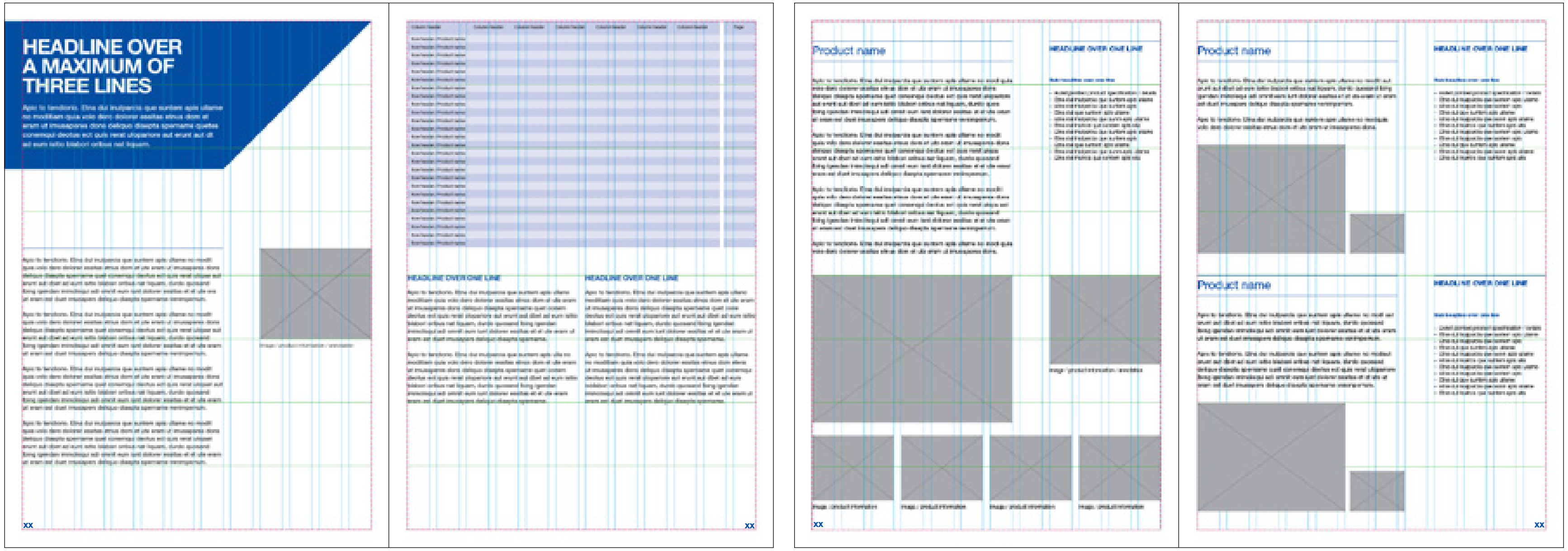
Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On an A4 layout our logo should measure two columns and two gutters in width and be either white or blue.

We can use Epson library, stock or bespoke photography for our brochures, depending on the level of media investment and budget. All images should be visually engaging, dynamic and cropped to maximise impact.


Range or Product Name
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

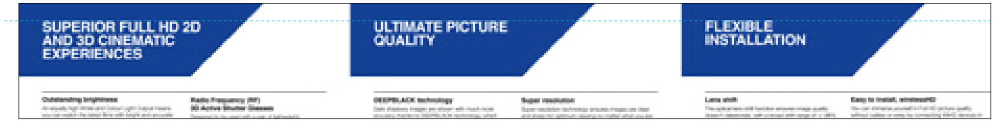

Range or Product Name
HEADLINE OVER TWO LINES
ENGINEERED FOR BUSINESS
EPSON
EXCEED YOUR VISION

PRODUCT BROCHURES
SPREAD GRID AND SYSTEM


HEADLINE OVER
A MAXIMUM OF
THREE LINES
HEADLINE OVER ONE LINE
HEADLINE OVER ONE LINE
xx
xx
Product name
HEADLINE OVER ONE LINE
xx
Product name
HEADLINE OVER ONE LINE
Product name
HEADLINE OVER ONE LINE
xx

Headlines flow over a maximum of three lines when contained inside a parallelogram, this also applies to localised documents
Page numbers should not be housed within a parallelogram, they should sit on the outside corners of the pages, not in the spine

PRODUCT BROCHURES
SPREAD EXAMPLES


SUPERIOR FULL HD 2D AND 3D CINEMATIC EXPERIENCES

ULTIMATE PICTURE QUALITY

FLEXIBLE INSTALLATION

Headlines should top align on adjacent pages to keep clean, clear content

Our product brochure spreads are based on an A4, 12-column grid onto which the following elements are placed:

Large headlines
Headlines flow over a maximum of three lines when contained inside a parallelogram. Headlines are Helvetica Neue Bold 75 32/30pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Small headlines
Small headlines are Helvetica Neue Bold 75 12/14pt, all uppercase, and should be either white or the Epson corporate blue depending on the colour of the background image.

Range or product name
Should always appear above the relevant product image and copy and sits between two 1pt keylines. Product range is Helvetica Neue Bold 75 18pt, sentence case, and should appear in the Epson corporate blue.

Body copy
Should always sit below the relevant product image body copy is Helvetica Neue Roman 55 9/11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

Use the parallelogram to emphasise introductory or important headlines and copy.

FINANCIAL SERVICES PRODUCT RANGE

Epson GP-C831/M831

NEW

Headlines flow over a maximum of three lines when contained inside a parallelogram

Epson DFX-9000/9000N

Epson LQ-350

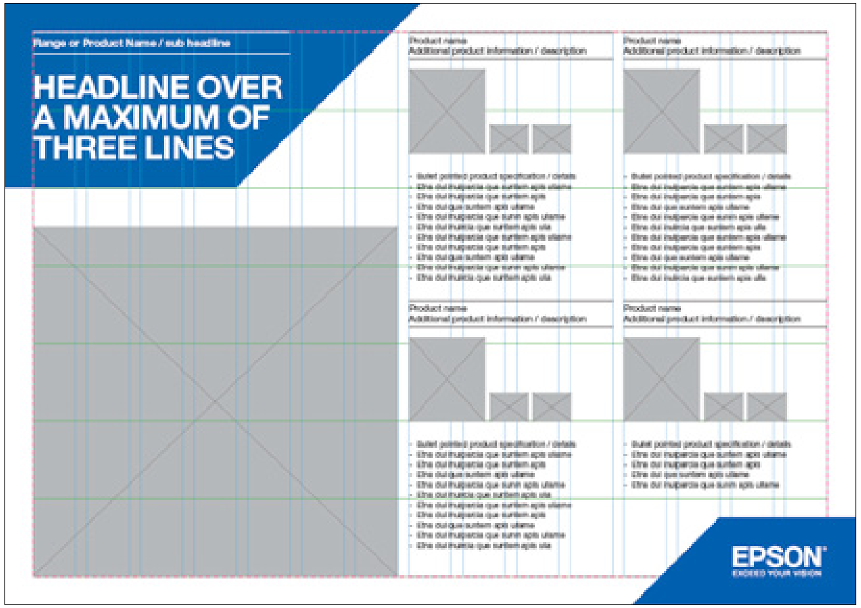
NEW

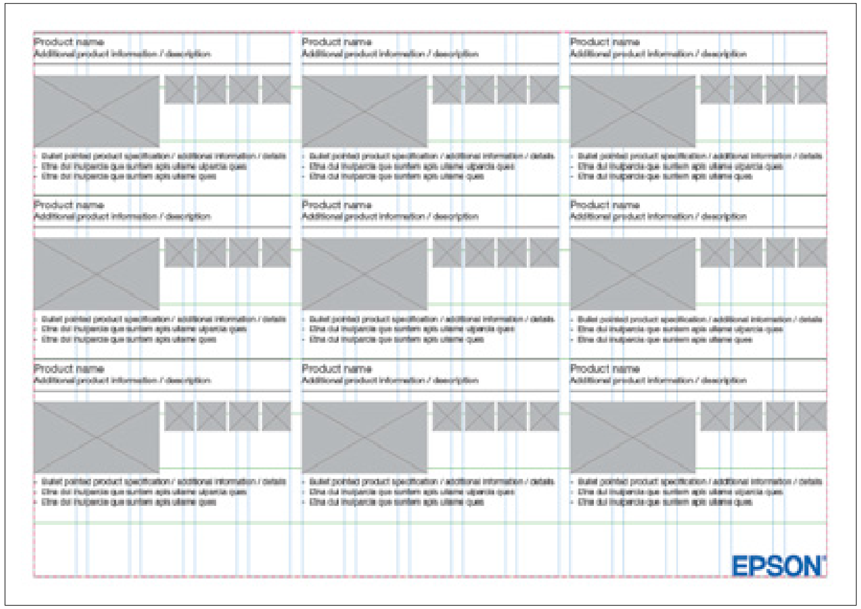
Epson LQ-50

Epson LQ-590

EPSON

PRINT COLLATERAL
OVERVIEW CARD AND GRID SYSTEM


Range or Product Name / sub headline
HEADLINE OVER A MAXIMUM OF THREE LINES
Product name
Additional product information / description
Bullet pointed product specification / details
EPSON
EXCEED YOUR VISION


Product name
Additional product information / description
Bullet pointed product specification / additional information / details
EPSON

PRINT COLLATERAL
OVERVIEW CARD EXAMPLE

Our overview card layouts are based on a landscape A4, 12-column grid onto which the following elements are placed:

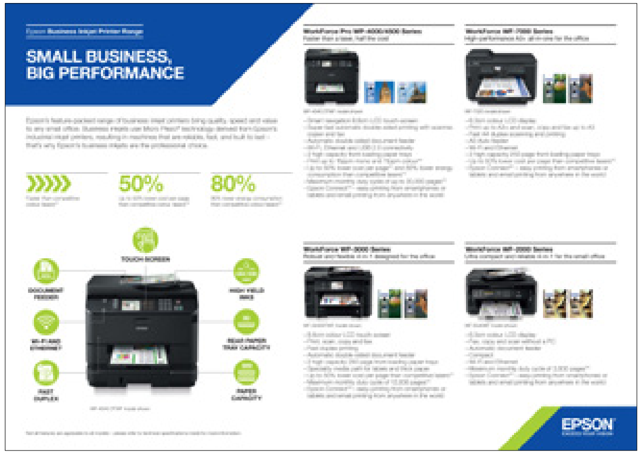
Headlines
Headlines are Helvetica Neue Bold 75 32/30pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Range or product name
Should always appear above the relevant product image and sits between two 1pt keylines. Product range is Helvetica Neue Bold 75 11pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

Body / bullet pointed copy
Should always sit below the relevant product image body copy is Helvetica Neue Roman 55 8pt, sentence case, and should be either white or 90% black depending on the colour of the background image.

Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On an A4 layout our logo should measure two columns and two gutters in width and be either white or blue.

Note: When space allows it's possible to hero a product on the front of an overview card and outline its key features using information, graphics and iconography.



SMALL BUSINESS, BIG PERFORMANCE

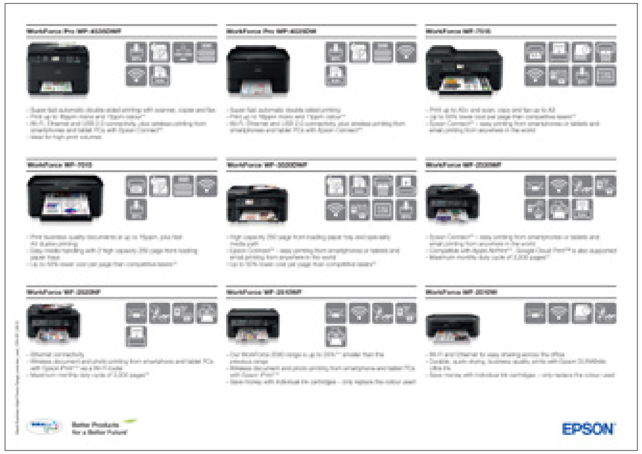
50%

80%

TOUCH SCREEN

EPSON

Using the technology icons
Technology icons can be used within a rounded corner square or circular shape with a reversed out design, they should measure no more than 15mm in height and no less than 10mm. Circular shape icons are only used for POS and for hero products in overview cards.



EPSON

Placement
Technology icons should be placed directly and neatly underneath the product name lock-ups.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Print Collateral
- Cover grid and system
- Cover examples
- Spread grid and system
- Spread examples
- Overview card grid and system
- Overview card example
- **Print guidelines for collateral**
- Source creation guidelines
- Case study grid and system
- Case study examples

PRINT COLLATERAL
PRINT GUIDELINES FOR COLLATERAL

Brochures 8pp and above:

Full colour change per language.

Cover printed on “Hello” gloss board 300gsm (or similar paper and bulk).

(NB: may go down to 250gsm if size is smaller or the brochure has a high pagination).

Inners printed on “Hello” gloss board 200gsm (or similar paper and bulk).

Finishing: trim, crease fold, double-wire-stitching, bundle into units of 50 pcs, pack.

Environmentally friendly (recyclable) paper preferred, such as FSC.

Brochures 4pp or gatefold:

Full colour change per language.

On 350gsm silk board (can go down to 300gsm if this is more appropriate for the market/use or if the size is smaller than A4).

Seal varnish throughout.

Finishing: trim, gate fold, bundle into units of 50 pcs, pack.

Environmentally friendly (recyclable) paper preferred, such as FSC.

Overview Cards:

Full colour change per language.

Printed on a “Hello” gloss board 250gsm or similar paper and bulk with a glossy (eco friendly) cellophane finish.

Please note that these 2-sided and 4-sided A4 documents must be very durable.

Finishing: double-sided glossy cellophane finish, trim, bundle into units of 50 pcs, pack.

Environmentally friendly (recyclable) paper preferred, such as FSC.

PRINT COLLATERAL
SOURCE CREATION GUIDELINES

Documentation
Lay out pages with plenty of white space to allow for expansion of translated text:

– Foreign language text takes up to 30% more room than English.

– Images should be positioned so that they don't need to be moved to create translation space (this includes 4 colour work eg tables).

All pages should have the margins and columns set correctly.

– **A4 brochure covers:** Top 10mm, bottom 10mm, outer 10mm, gutter 10mm.

– **A4 brochure text pages:** For 4pp or 6pp use same as A4 brochure cover so that the Epson logo aligns.

For any other size brochure we can use Top 20mm, bottom 14mm, outer 10mm, gutter 12mm.

– **A4 brochure back covers:** Top 20mm, bottom 14mm, outer 10mm, gutter 12mm.

– **A4 overview cards:** Top 10mm, bottom 10mm, outer 10mm, gutter 10mm.

– **A4 ads:** Top 10mm, bottom 10mm, outer 10mm, gutter 10mm.

Files should be created with a minimum bleed of 3mm where applicable.

Text should be set with minimal formatting so that localised text is simple to flow into the supplied artwork. Where text needs to have specific spaces between it use a table to reduce the need for formatting. Bulleted text should be set with a tab and 'indent to here' mark, use of forced returns should be limited to tidying up ragged line endings and widows/orphans, multiple spaces should not be used in any circumstance.

Avoid text wrapping around graphics if it creates narrow columns.

Avoid forced justification.

Avoid use of condensed or expanded text.

Hyphenation should be turned off.

Tracking and Kerning should be consistent throughout the document for same paragraph styles.

Make sure type is one point size above minimum size so minimum size for masters should be:

– For A4: Body copy 10pt with 12pt leading
In tables 8pt with 9pt leading
Footnotes 6pt with 7pt leading

– For A5: Body copy 9pt with 11pt leading
In tables 8pt with 9pt leading
Footnotes 6pt with 7pt leading

Ensure that there are no double spaces.

Ensure en dashes are used, where appropriate, and not hyphens ie. to express a range of values or a distance (eg. 0–100°, 10–20M).

Please use × (multiplication symbol) where necessary and not an x.

Ensure that spaces before and after punctuation are consistent especially concerning dimensions (eg. 20 × 50 × 80mm) - see copy style guide for guidance.

Check indents (including *indents to here* on lists/bullet points), style and spacing are all consistent.

Text to be in table format wherever possible (ie. not in text boxes), with cells set to *at least* on the row height so that they can grow with the translation copy. This is especially appropriate when using numbered lists and keyline lock-ups. Unless table content should not move in localisation eg images in tables.

All colours used in the document should be CMYK. Large areas of flat black should be set up as 30, 0, 0, 100, but small areas should always be 0, 0, 0, 100 (eg Epson logos, lines, text, illustrations).

Overprint
Where black text and/or lines are situated on a coloured background (including indicator/callout lines on a photo) the text and/or lines should be set to over print the background (i.e. not reverse out of the background). Logos with black areas should not be set to overprint but must be highlighted in artwork supply hand over notes.

Where coloured text and/or lines sit on a black background the text and/or lines should be set not to overprint the background (ie it should knockout/reverse out of the background).

Print/Delivery

All files should be set up for print (regardless of whether being printed centrally at Epson or not).

4pp and 6pp brochures/overviews should be supplied as spreads in InDesign and PDF'd as spreads for supply for print. Final low-res PDFs should be supplied to Epson as single pages.

2pp overviews and all brochures 8pp and over should be supplied as spreads in InDesign but PDF'd as single pages for supply for print. Final low-res PDFs should be supplied to Epson as single pages.

Graphics
All colours used in graphics should be CMYK. No RGB or pantone colour should be present.

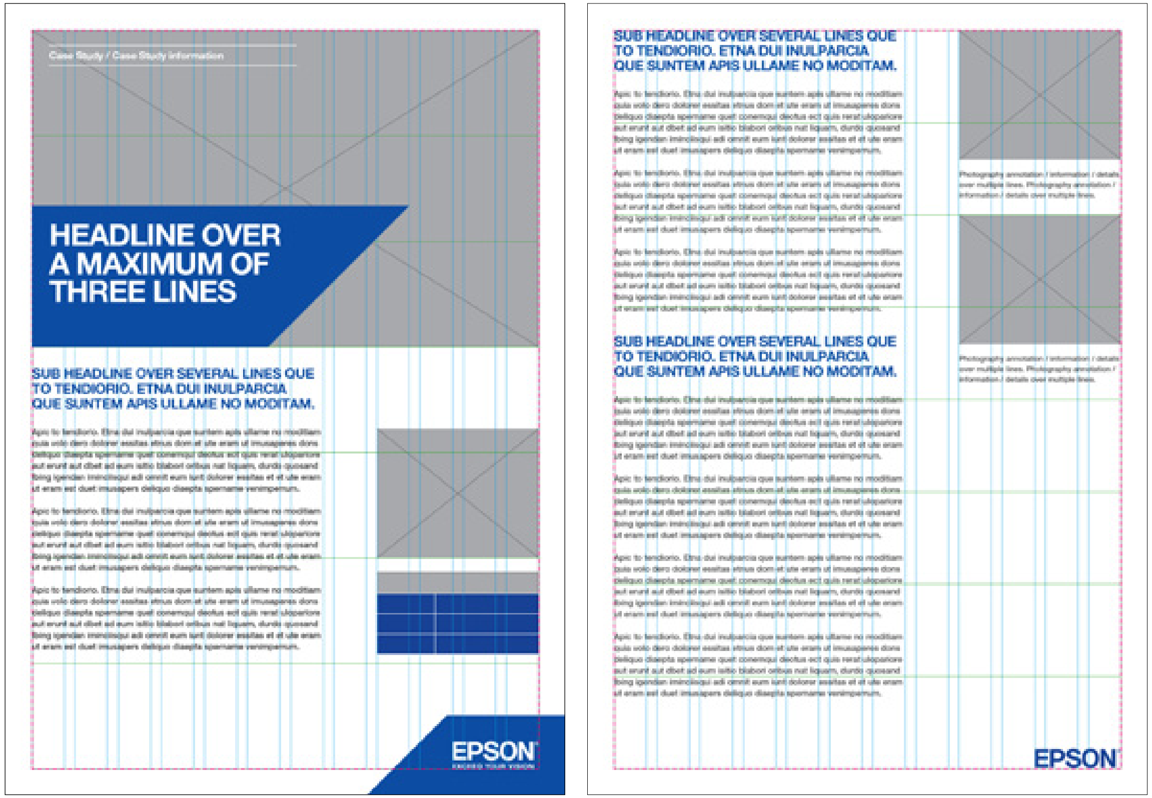
Allow space for text expansion in callouts.

Ensure that text is editable.

Graphics should be linked not embedded, and should be supplied separately as PSD files/Visio files (or other editable format eg ai, eps).

Images/photos used within ai/eps files should be linked or embedded and the original file supplied in order for colour checks to be completed prior to delivery to the printer.

PRINT COLLATERAL
CASE STUDY GRID AND SYSTEM


Case Study / Case Study information
HEADLINE OVER A MAXIMUM OF THREE LINES
SUB HEADLINE OVER SEVERAL LINES QUE TO TENDIORIO. ETNA DUI INULPARCIA QUE SUNTEM APIS ULLAME NO MODITAM.
EPSON
EXCEED YOUR VISION
SUB HEADLINE OVER SEVERAL LINES QUE TO TENDIORIO. ETNA DUI INULPARCIA QUE SUNTEM APIS ULLAME NO MODITAM.
Photography annotation / information / details over multiple lines. Photography annotation / information / details over multiple lines.
SUB HEADLINE OVER SEVERAL LINES QUE TO TENDIORIO. ETNA DUI INULPARCIA QUE SUNTEM APIS ULLAME NO MODITAM.
Photography annotation / information / details over multiple lines. Photography annotation / information / details over multiple lines.
EPSON

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Print Collateral
- Cover grid and system
- Cover examples
- Spread grid and system
- Spread examples
- Overview card grid and system
- Overview card example
- Print guidelines for collateral
- Source creation guidelines
- Case study grid and system
- **Case study examples**

PRINT COLLATERAL
CASE STUDY EXAMPLES

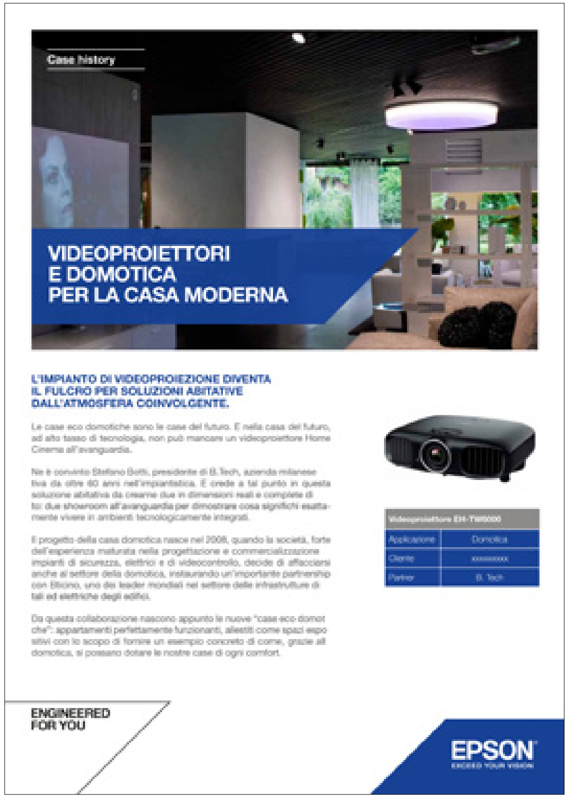
Our case study layouts are based on an A4, 12-column grid onto which the following elements are placed:

Headlines
Headlines are Helvetica Neue Bold 75 32/30pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Sub headline
Here we have set our sub headline in Helvetica Neue Bold 75 uppercase in Epson blue to create impact and due to the (longer) copy length. 'Case history' page heading detail is Helvetica Neue Bold 75 11pt, uppercase, and should be either white or 90% black depending on the colour of the background image.

Body copy
Should always be ranged left. Copy is Helvetica Neue Roman 55 10pt, sentence case, and should be either white or 90% black depending on the colour of the background image. See page 22 for more information on type sizes.

Logo
Whenever possible our logo should be locked to the bottom right-hand corner. On an A4 layout our logo should measure two columns and two gutters in width and be either white or blue.



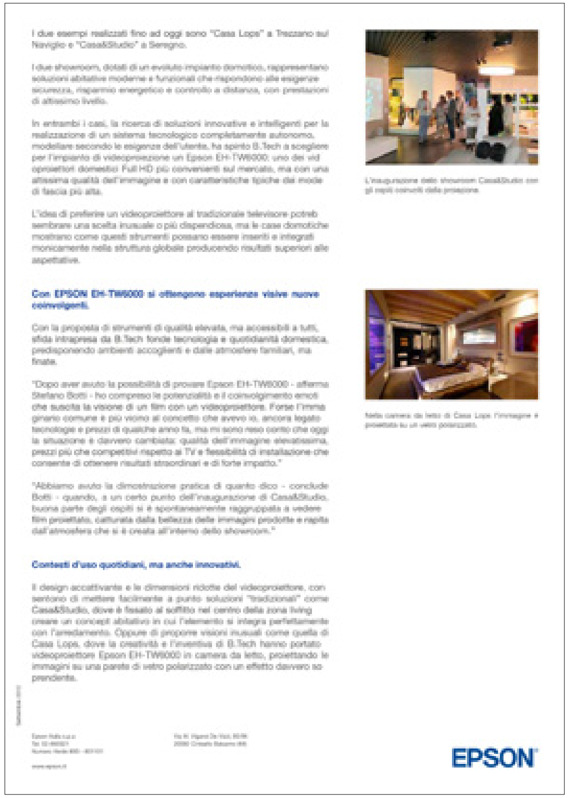
Case history

VIDEOPROIETTORI
E DOMOTICA
PER LA CASA MODERNA

L'IMPIANTO DI VIDEOPROIEZIONE DIVENTA
IL FULCRO PER SOLUZIONI ABITATIVE
DALL'ATMOSFERA COINVOLGENTE.

Videoproiettore EH-TW6000	
Applicazione	Domotica
Cliente	xxxxxxxxx
Partner	B. Tech

ENGINEERED
FOR YOU



Con EPSON EH-TW6000 si ottengono esperienze visive nuove coinvolgenti.

Contesti d'uso quotidiani, ma anche innovativi.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

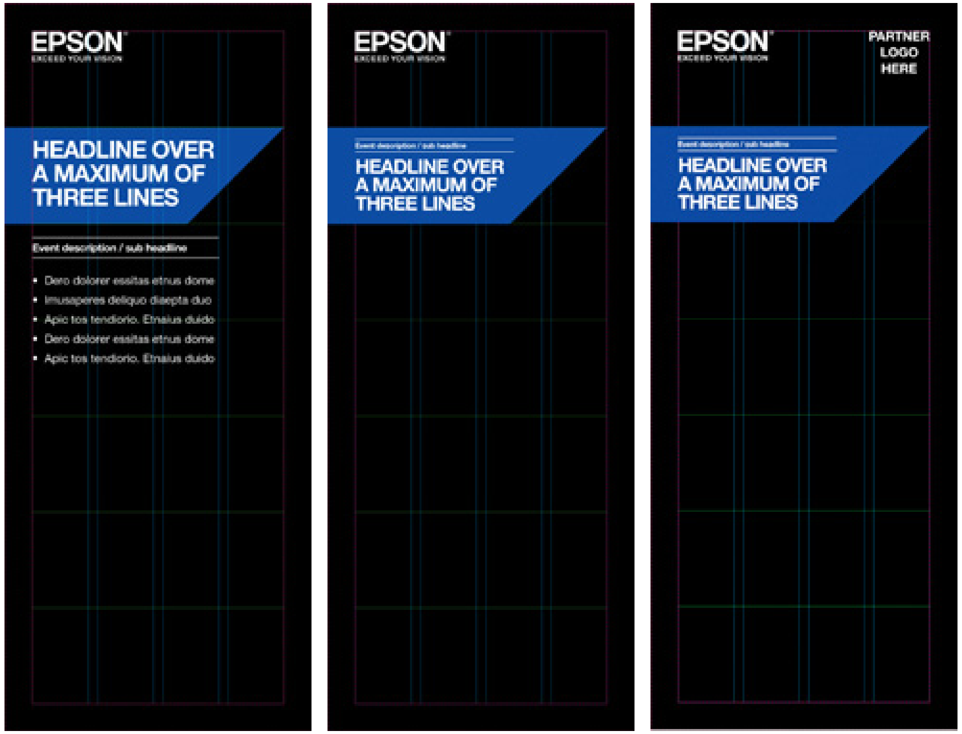
Events
- Pop-up and flag banner grid and system
- Pop-up and flag banners examples
- CDs and badges grid and system
- CDs and badges examples

EVENTS

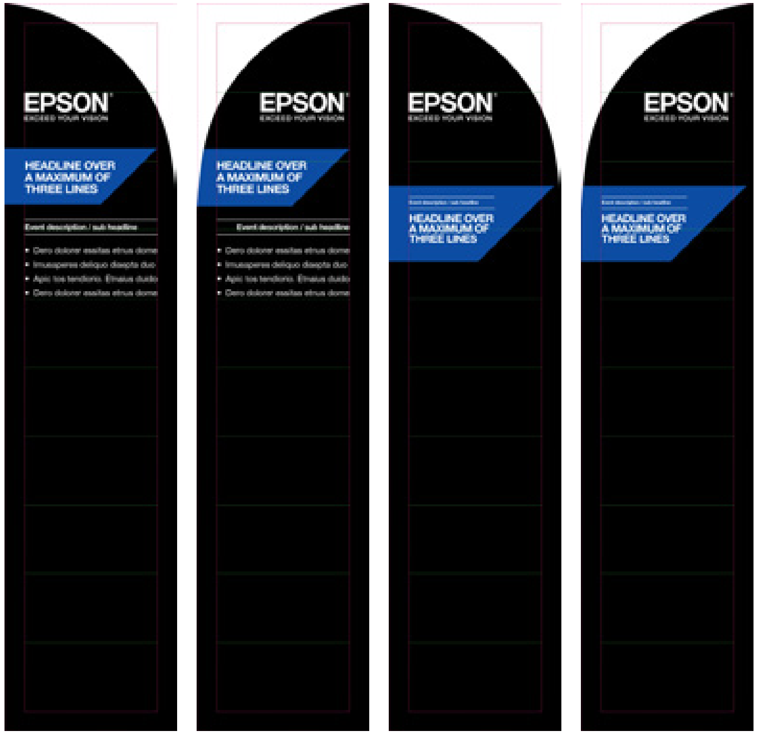
Striking imagery, with simple but flexible use of the blue design system. Use of existing library, purchased stock or bespoke imagery depending on the level of media investment and scale of the event.

EVENTS
POP-UP AND FLAG BANNERS GRID AND SYSTEM

Pop-up fabric banners


EPSON
EXCEED YOUR VISION
HEADLINE OVER A MAXIMUM OF THREE LINES
Event description / sub headline
Dero dolorer essitas etnus dome
Imusaperes deliquo diaepta duo
Apic tos tendiorio. Etnaius duido
Dero dolorer essitas etnus dome
Apic tos tendiorio. Etnaius duido
PARTNER LOGO HERE

Curved fabric banners


EPSON
EXCEED YOUR VISION
HEADLINE OVER A MAXIMUM OF THREE LINES
Event description / sub headline
Dero dolorer essitas etnus dome
Imusaperes deliquo diaepta duo
Apic tos tendiorio. Etnaius duido
Dero dolorer essitas etnus dome

EVENTS
POP-UP AND FLAG BANNERS EXAMPLES

We use a 4-column grid for our pop-up banners and a single column grid with 10 rows for our flag banners onto which the following elements are placed:

Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image. Headlines should span the full width of the grid.

Event description or sub-headline
Sits directly above body copy or the headline (if there is no body copy) between two keylines. Sub headlines are Helvetica Neue Bold 75, sentence case, and should be either white or 90% black depending on the colour of the background image.

Body copy / bullet points
Body copy is Helvetica Neue Roman 55, sentence case, and should be either white or 90% black depending on the colour of the background image.

Logo
To maximise visibility, our logo should sit locked to the top-left-hand corner and be either white or blue depending on the colour of the background image.

Note: Our pop-up banner proportions can be scaled up to create large outdoor banners, please refer to the outdoor 48 sheet section on pages 71 - 73 for landscape outdoor banner proportions.

Pop-up banners

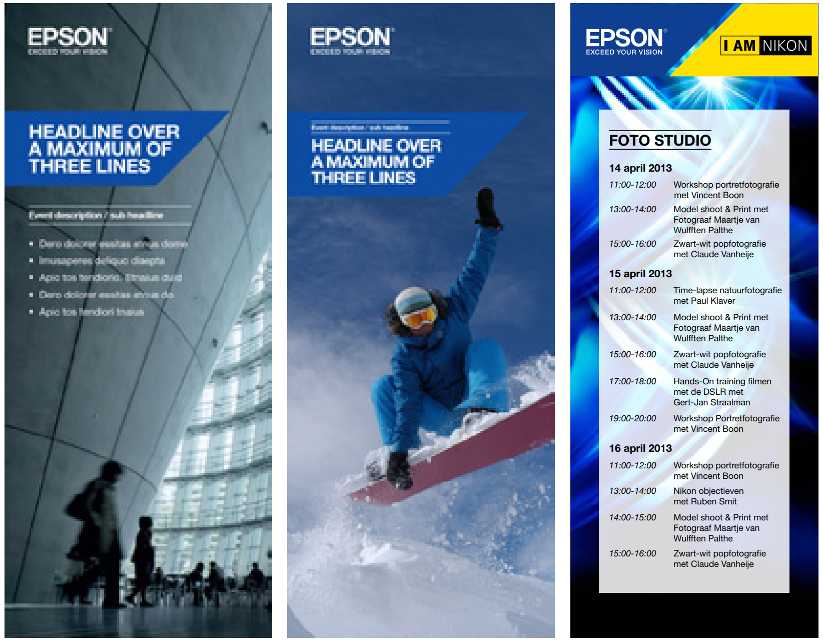
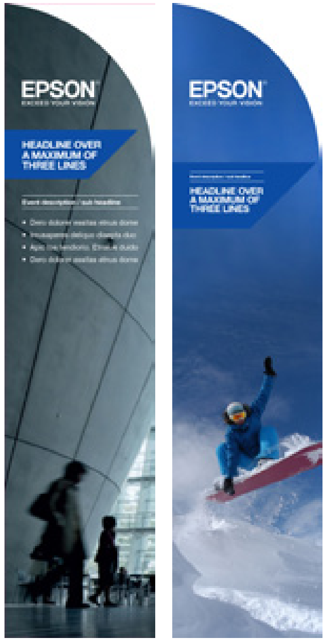

EPSON
EXCEED YOUR VISION
HEADLINE OVER A MAXIMUM OF THREE LINES
Event description / sub headline
Dero dolorer essitas atnus dome
Imusaperes deliquo diaepta
Apic tos tendiorio. Etnaius duid
Dero dolorer essitas atnus do
Apic tos tendiori tnaius
EPSON
EXCEED YOUR VISION
Event description / sub headline
HEADLINE OVER A MAXIMUM OF THREE LINES
EPSON
EXCEED YOUR VISION
I AM NIKON

FOTO STUDIO

14 april 2013	
11:00-12:00	Workshop portretfotografie met Vincent Boon
13:00-14:00	Model shoot & Print met Fotograaf Maartje van Wulfften Palthe
15:00-16:00	Zwart-wit popfotografie met Claude Vanheije
15 april 2013	
11:00-12:00	Time-lapse natuurfotografie met Paul Klaver
13:00-14:00	Model shoot & Print met Fotograaf Maartje van Wulfften Palthe
15:00-16:00	Zwart-wit popfotografie met Claude Vanheije
17:00-18:00	Hands-On training filmen met de DSLR met Gert-Jan Straalman
19:00-20:00	Workshop Portretfotografie met Vincent Boon
16 april 2013	
11:00-12:00	Workshop portretfotografie met Vincent Boon
13:00-14:00	Nikon objectieven met Ruben Smit
14:00-15:00	Model shoot & Print met Fotograaf Maartje van Wulfften Palthe
15:00-16:00	Zwart-wit popfotografie met Claude Vanheije

Curved fabric banners

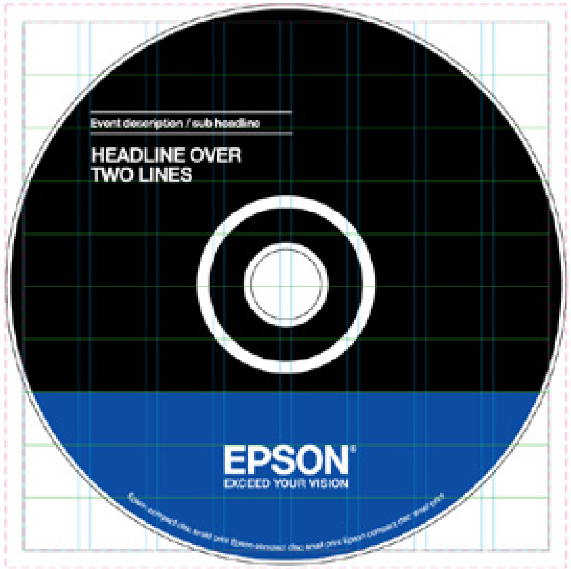

EPSON
EXCEED YOUR VISION
HEADLINE OVER A MAXIMUM OF THREE LINES
Event description / sub headline
EPSON
EXCEED YOUR VISION
HEADLINE OVER A MAXIMUM OF THREE LINES

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

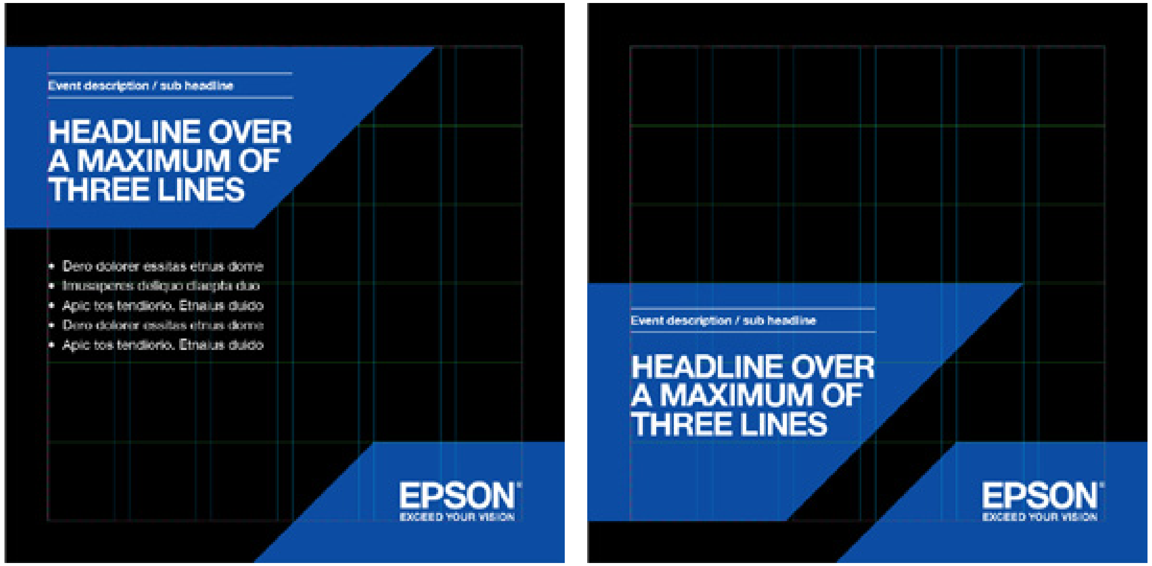
Events
– Pop-up and flag banner grid and system
– Pop-up and flag bannersexamples
– CDs and badges grid and system
– CDs and badges examples

EVENTS
CDs AND BADGES GRID AND SYSTEM

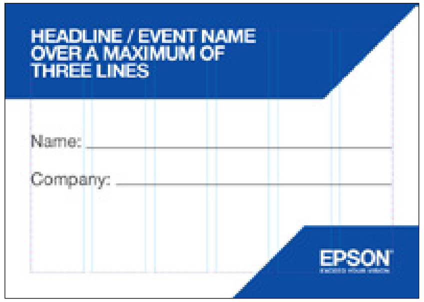
CD design


Event description / sub headline
HEADLINE OVER
TWO LINES
EPSON
EXCEED YOUR VISION

CD sleeve design options


Event description / sub headline
HEADLINE OVER
A MAXIMUM OF
THREE LINES
Dero dolorer essitas etnus dome
Imusaperes dolliquo diaepta duo
Apic tos tendiorio. Etnaius duido
Dero dolorer essitas etnus dome
Apic tos tendiorio. Etnaius duido
EPSON
EXCEED YOUR VISION
Event description / sub headline
HEADLINE OVER
A MAXIMUM OF
THREE LINES
EPSON
EXCEED YOUR VISION

Name badge design


HEADLINE / EVENT NAME
OVER A MAXIMUM OF
THREE LINES
Name:
Company:
EPSON

EVENTS
CDs AND BADGES EXAMPLES

We use a 6-column 6 row grid for our CDs and CD sleeves onto which the following elements are placed:

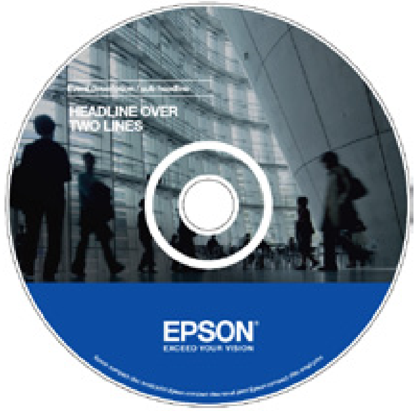
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image. Headlines should span the full four columns of the grid.

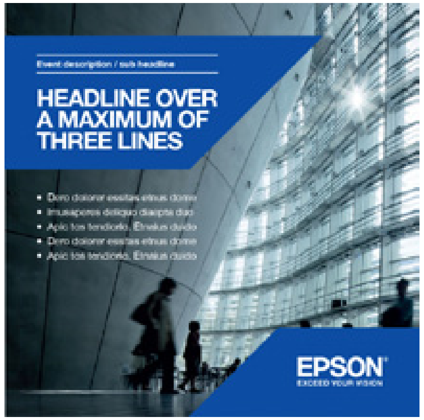
Event description or sub-headline
Sits directly above headlines between two keylines. Sub headlines are Helvetica Neue Bold 75, sentence case, and should be either white or 90% black depending on the colour of the background image.

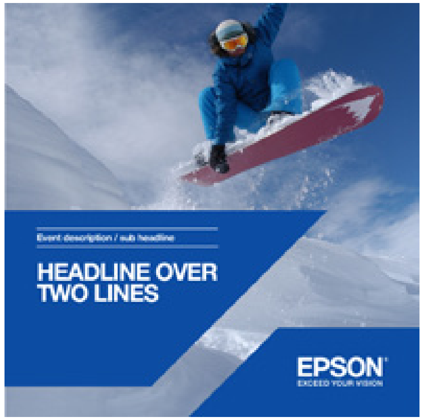
Body copy / bullet points
Body copy is Helvetica Neue Roman 55, sentence case, and should be either white or 90% black depending on the colour of the background image.

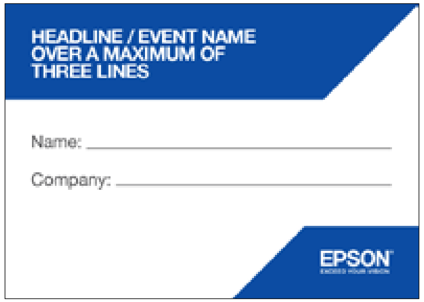
Logo
The Epson logo sits in the bottom right-hand corner of our CD sleeves and is centred on the actual CD layout.

Our name badges should incorporate the event description or name, a headline and the logo which should be locked to the bottom right-hand corner.


Event description / sub headline
HEADLINE OVER
TWO LINES
EPSON
EXCEED YOUR VISION


Event description / sub headline
HEADLINE OVER
A MAXIMUM OF
THREE LINES
EPSON
EXCEED YOUR VISION


Event description / sub headline
HEADLINE OVER
TWO LINES
EPSON
EXCEED YOUR VISION

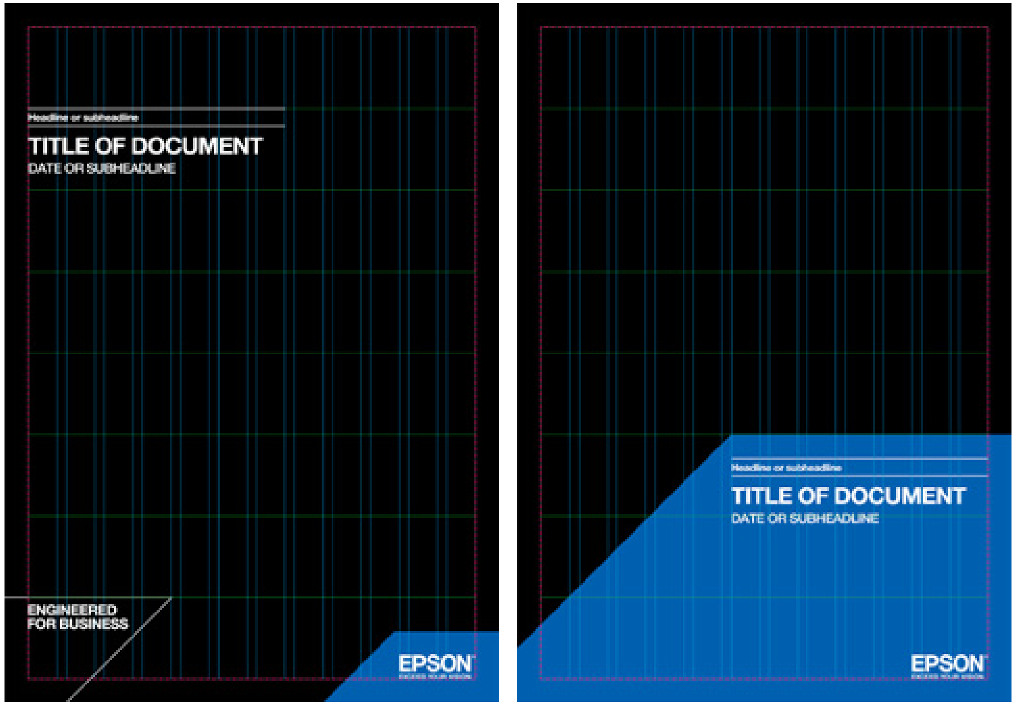

HEADLINE / EVENT NAME
OVER A MAXIMUM OF
THREE LINES
Name:
Company:
EPSON
EXCEED YOUR VISION

CORPORATE COMMUNICATIONS

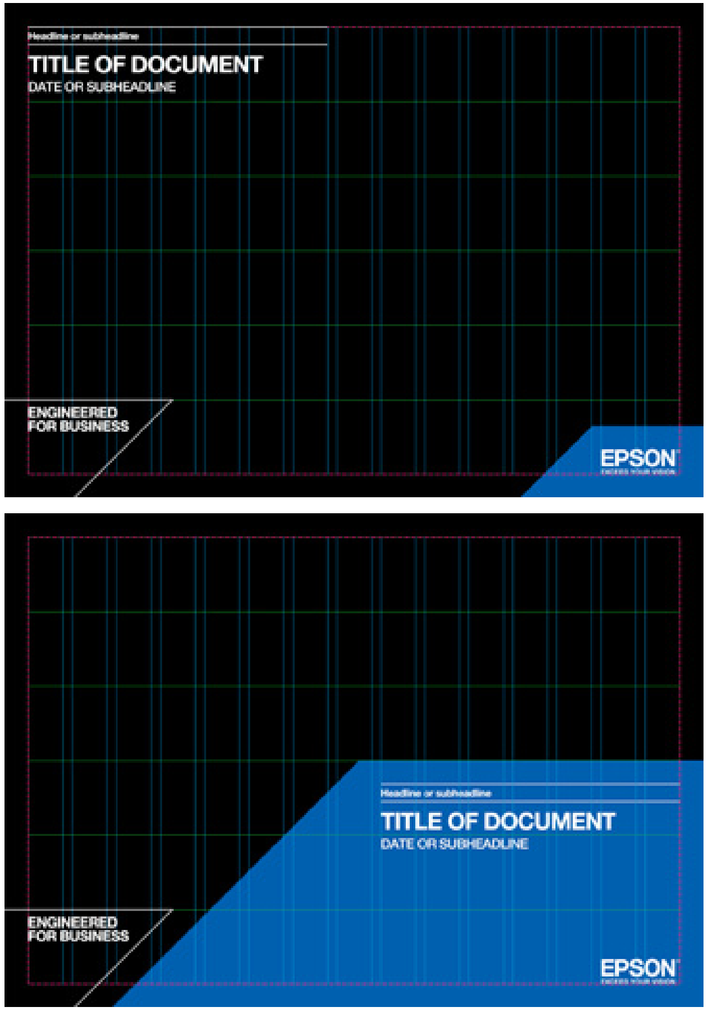
Striking blue corporate image style, with simple but flexible use of the blue design system, depending on the application.

CORPORATE COMMUNICATIONS
A4 PORTRAIT AND LANDSCAPE GRIDS AND SYSTEM

A4 portrait grids


Headline or subheadline
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON
Headline or subheadline
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
EPSON

A4 landscape grids


Headline or subheadline
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON
Headline or subheadline
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON

CORPORATE COMMUNICATIONS
A4 PORTRAIT AND LANDSCAPE EXAMPLES

Our corporate communication layouts are based on an A4, 12-column portrait grid and a 15-column landscape grid onto which the following elements are placed:

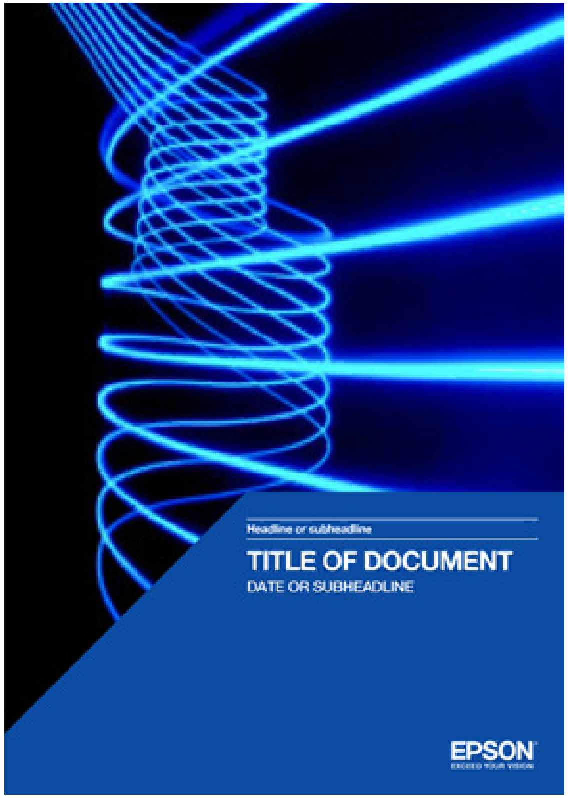
Document title
Titles are Helvetica Neue Bold 75, 28pt all uppercase, and should be either white or 90% black depending on the colour of the background image.

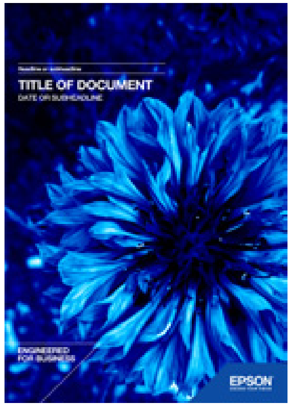
Headline or sub-headline
Sits above the document title between two 1pt keylines and are Helvetica Neue Bold 75 12pt, all sentence case, and should be either white or 90% black depending on the colour of the background image.

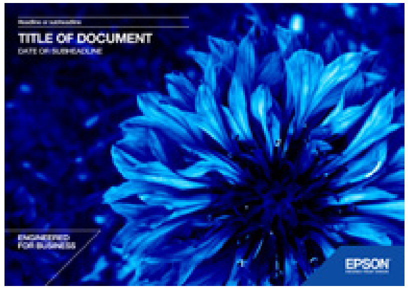
Date or sub-headline
Sub-headlines sit directly below the document title and are Helvetica Neue Medium 65, 16pt, all uppercase, and should be either white or 90% black depending on the colour of the background image.

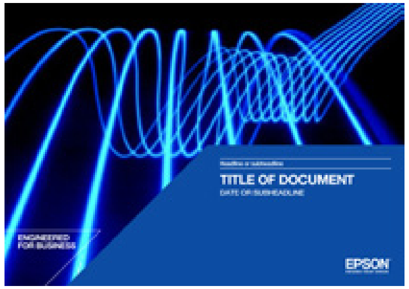
Logo
Whenever possible our logo should be locked to the bottom right-hand corner, on A4 portrait layout our logo should measure two columns and two gutters in width and be either white or blue.

Photography for corporate applications consists of carefully-selected stock photography which is recoloured to reflect Epson's brand colours.

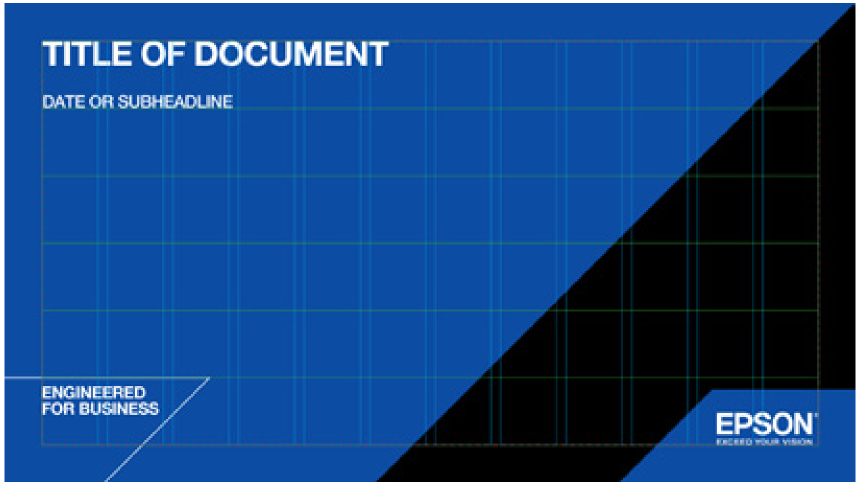

Headline or subheadline
TITLE OF DOCUMENT
DATE OR SUBHEADLINE
EPSON
EXCEED YOUR VISION


TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON


TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON

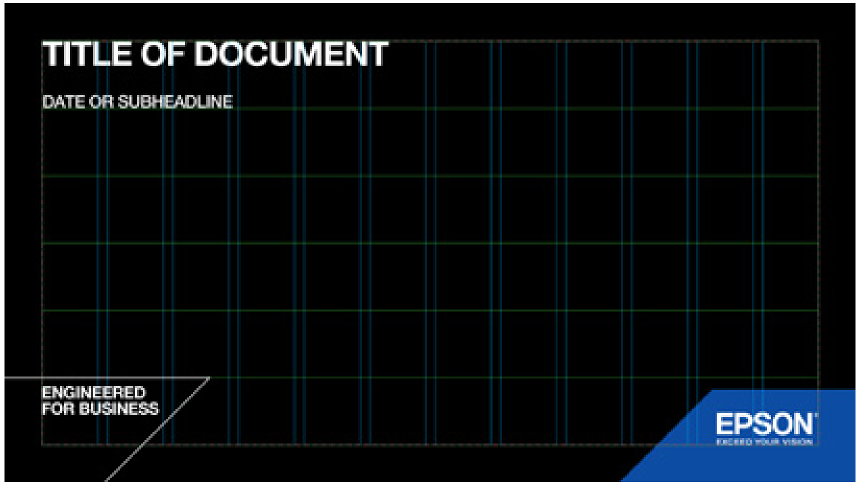

TITLE OF DOCUMENT
DATE OR SUBHEADLINE
ENGINEERED FOR BUSINESS
EPSON

CORPORATE COMMUNICATIONS
POWERPOINT GRID AND SYSTEM


TITLE OF DOCUMENT

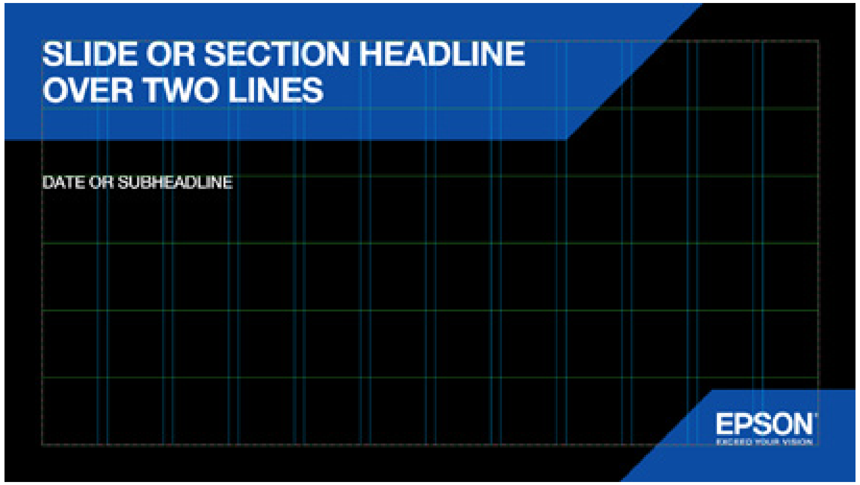
DATE OR SUBHEADLINE

ENGINEERED
FOR BUSINESS

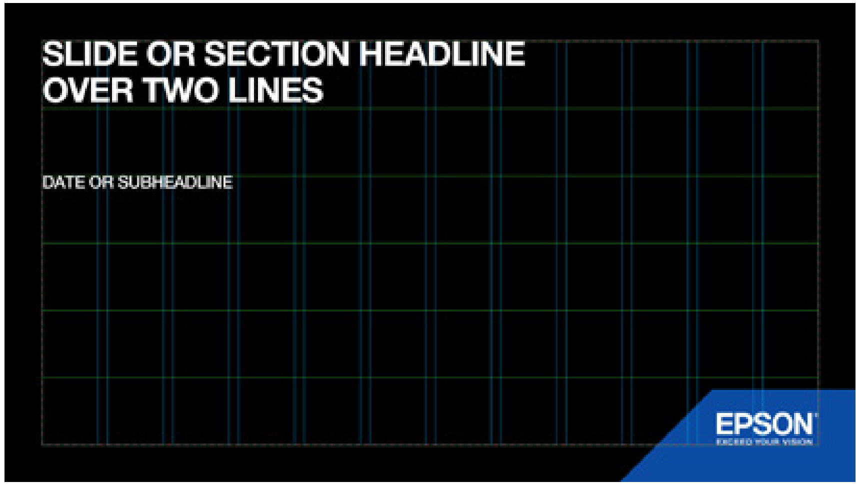

TITLE OF DOCUMENT

DATE OR SUBHEADLINE

ENGINEERED
FOR BUSINESS


SLIDE OR SECTION HEADLINE
OVER TWO LINES

DATE OR SUBHEADLINE


SLIDE OR SECTION HEADLINE
OVER TWO LINES

DATE OR SUBHEADLINE

CORPORATE COMMUNICATIONS
POWERPOINT EXAMPLES

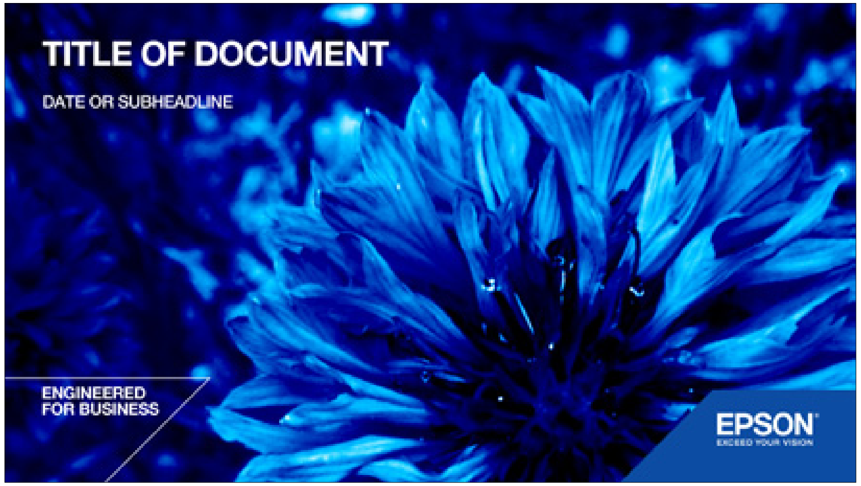
Our PowerPoint layouts use the wide-screen PowerPoint format onto which the following elements are placed:

Title or slide headline
Titles are Arial Bold, 32pt all uppercase and should be either black or white depending on the colour of the background image.

Date or sub-headline
Sits directly below the document title or slide headline and is Arial Bold, 16pt, all uppercase, and should be either black or white depending on the colour of the background.

Logo
Should appear on all slides and be locked to the bottom right-hand corner. Our logo should always be white and sit on a cropped blue parallelogram.

Photography for corporate applications consists of carefully-selected stock photography which is recoloured to reflect Epson's brand colours.

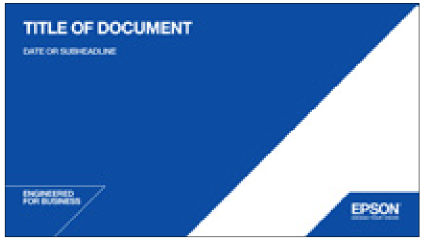


TITLE OF DOCUMENT

DATE OR SUBHEADLINE

ENGINEERED FOR BUSINESS

EPSON
EXCEED YOUR VISION

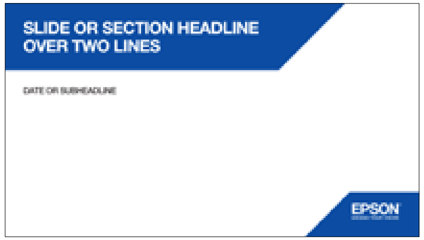


TITLE OF DOCUMENT

DATE OR SUBHEADLINE

ENGINEERED FOR BUSINESS

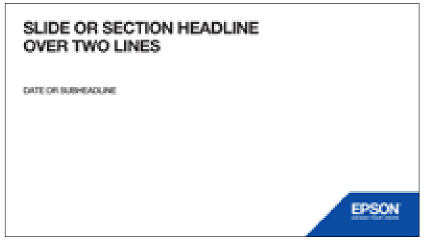
EPSON



SLIDE OR SECTION HEADLINE OVER TWO LINES

DATE OR SUBHEADLINE

EPSON



SLIDE OR SECTION HEADLINE OVER TWO LINES

DATE OR SUBHEADLINE

EPSON

POINT OF SALE

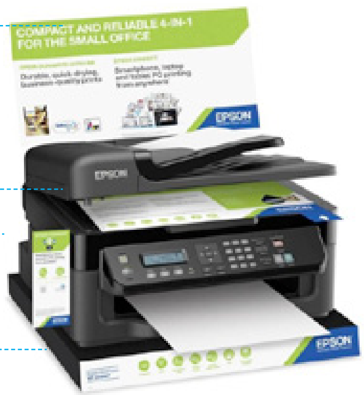
We have a coherent colour-coded system applied across our point of sale categories: Expression Home, Expression Premium, Expression Photo, WorkForce and WorkForce Pro.

POINT OF SALE OVERVIEW

Our point of sale material consists of the following component elements:

- Backing card
- Underlid card
- Ear
- Plinth strip
- Overlid card
  (in the instances where there is no scanner lid)

WorkForce and WorkForce Pro


COMPACT AND RELIABLE 4-IN-1 FOR THE SMALL OFFICE
EPSON

Expression Premium and Expression Photo

COMPACT ALL-IN-ONE PRINTER FOR THE PHOTO ENTHUSIAST
EPSON

Expression Home

COMPACT ALL-IN-ONE PRINTER FOR THE HOME
EPSON

ULTRA COMPACT AND RELIABLE PRINTER FOR THE SMALL OFFICE
EPSON

Our point of sale uses additional colours to signify different product ranges. Light blue is used for Expression Home, purple is used for Expression Premium and Expression Photo and green is wused for WorkForce and WorkForce Pro.
The colour breakdowns for print are below.

Light blue	C100 M40 Y00 K00
Purple	C70 M100 Y00 K00
Green	C40 M00 Y100 K00

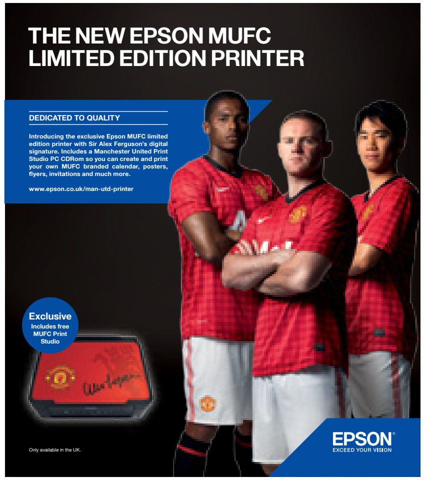
SPONSORSHIP

Sponsorship is integral to the success of our brand. This section explains how our brand works in combination with Manchester United in a sponsorship (third party) scenario.

SPONSORSHIP OVERVIEW

Sponsorship scenarios for Manchester United must always show three or more players to avoid individual player sponsorship conflict or confusion.

Print banners



THE NEW EPSON MUFC LIMITED EDITION PRINTER

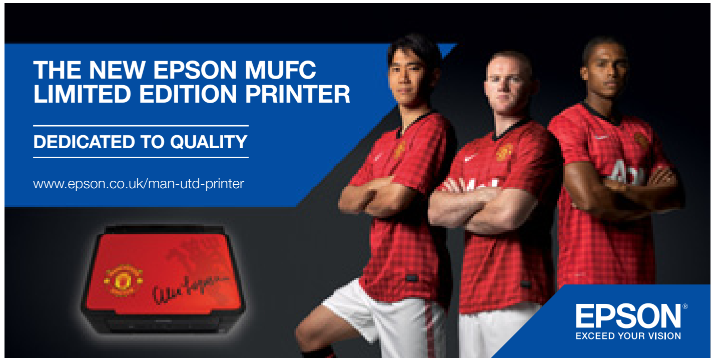
DEDICATED TO QUALITY

Introducing the exclusive Epson MUFC limited edition printer with Sir Alex Ferguson's digital signature. Includes a Manchester United Print Studio PC CDRom so you can create and print your own MUFC branded calendar, posters, flyers, invitations and much more.

www.epson.co.uk/man-utd-printer

Only available in the UK.

Exclusive
Includes free MUFC Print Studio
EPSON
EXCEED YOUR VISION



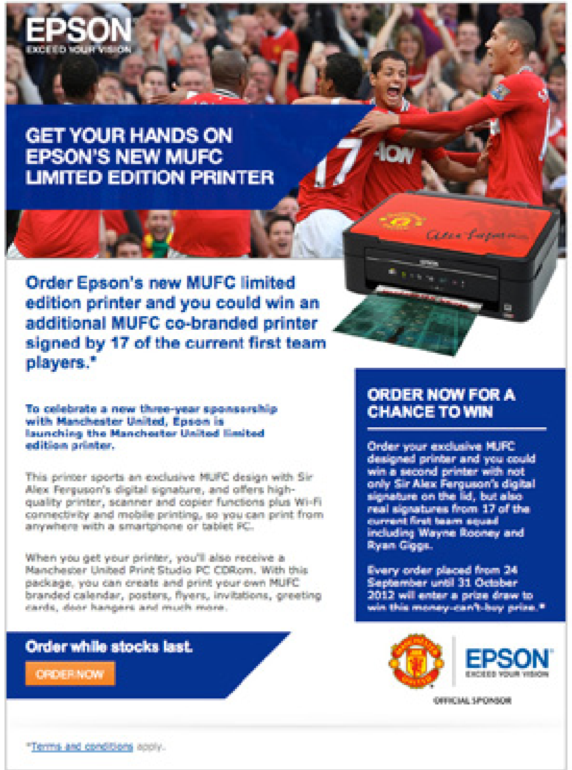
THE NEW EPSON MUFC LIMITED EDITION PRINTER

DEDICATED TO QUALITY

www.epson.co.uk/man-utd-printer

EPSON
EXCEED YOUR VISION

EDM



EPSON
EXCEED YOUR VISION

GET YOUR HANDS ON EPSON'S NEW MUFC LIMITED EDITION PRINTER

Order Epson's new MUFC limited edition printer and you could win an additional MUFC co-branded printer signed by 17 of the current first team players.*

To celebrate a new three-year sponsorship with Manchester United, Epson is launching the Manchester United limited edition printer.

This printer sports an exclusive MUFC design with Sir Alex Ferguson's digital signature, and offers high-quality printer, scanner and copier functions plus Wi-Fi connectivity and mobile printing, so you can print from anywhere with a smartphone or tablet PC.

When you get your printer, you'll also receive a Manchester United Print Studio PC CDRom. With this package, you can create and print your own MUFC branded calendar, posters, flyers, invitations, greeting cards, door hangers and much more.

ORDER NOW FOR A CHANCE TO WIN

Order your exclusive MUFC designed printer and you could win a second printer with not only Sir Alex Ferguson's digital signature on the lid, but also real signatures from 17 of the current first team squad including Wayne Rooney and Ryan Giggs.

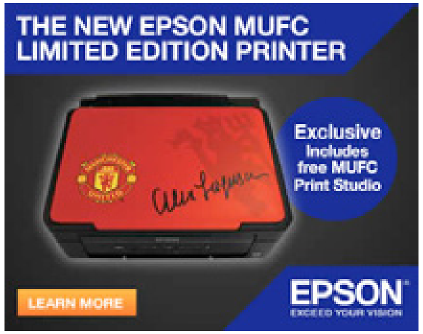
Every order placed from 24 September until 31 October 2012 will enter a prize draw to win this money-can't-buy prize.*

Order while stocks last.

ORDER NOW
EPSON
EXCEED YOUR VISION
OFFICIAL SPONSOR

*Terms and conditions apply.

Digital display banner



THE NEW EPSON MUFC LIMITED EDITION PRINTER

Exclusive
Includes free MUFC Print Studio
LEARN MORE
EPSON
EXCEED YOUR VISION

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Digital design system
- Typefaces
- Button style
- Button size and usage
- Online banners (external)
- Banner sizes
- Leaderboards
- Expandable Leaderboard
- MPU
- EDMs

SECTION 4: DIGITAL DESIGN SYSTEM

Our new design system is at the heart of Epson's brand. It creates a unique and distinctive look for all our brand touchpoints.

This section illustrates how our design system is applied across our digital communications.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

DIGITAL DESIGN SYSTEM
TYPEFACES

Digital Design System
- **Typefaces**
- Button style
- Button size and usage

We use Helvetica as our preferred digital typeface. When Helvetica is not available, we use Arial. We always use left aligned type.

Recommended type sizes

Web page headlines
Helvetica Neue Bold 38pt, down to 18pt minimum size.

Web page body copy
Helvetica Neue Regular 12pt, down to 10pt minimum size.

EDM headlines
Helvetica Neue Bold 38pt, down to 24pt minimum size.

EDM body copy
Helvetica Neue Regular 12pt, down to 10pt minimum size.

Leaderboard headlines
Helvetica Neue Bold 32pt, down to 20pt minimum size.

Leaderboard body copy
Helvetica Neue Regular 14pt, down to 12pt minimum size.

MPU headlines
Helvetica Neue Bold 32pt, down to 22pt minimum size.

MPU body copy
Helvetica Neue Regular 14pt, down to 12pt minimum size.

Primary weight – headline typeface

Helvetica Neue Bold 75
abcdefghijklmnopqrstuvwxyz

Secondary weight – body copy typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@£$%&*

Primary weight – headline font

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@£$%&*

Secondary weight – body copy font

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@£$%&*

DIGITAL DESIGN SYSTEM
BUTTON STYLE

Our buttons have squared corners and use either blue or orange gradient buttons depending on which best suits the overall design of the digital communication.

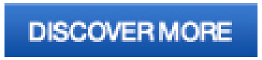
We use a keyline around both the blue and orange buttons when they sit on a similar coloured background as shown to the right. The white keyline around the button should never be any more than 1px. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. We do not use drop-shadows.

Typography

Type size must be 12pt Helvetica Neue Medium, uppercase and with a tracking of -25. We recommend 24 characters as a maximum character count on buttons, e.g. 'CALCULATE YOUR SAVINGS'.

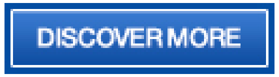
Blue buttons

Normal state



#3878CF
#0B4DA1

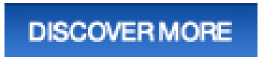
Text: #FFFFFF 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt.
Button styling: 1px #ffffff inner-shadow, 25% opacity, 35% opacity.



#3878CF
#0B4DA1

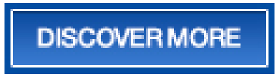
Text: #FFFFFF 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt.
Button styling: 1px #ffffff stroke, 1px #ffffff inner-shadow, 25% opacity, 35% opacity.

Hover state (inverted gradient)



#0B4DA1
#3878CF

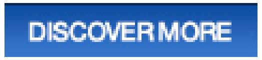
Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #ffffff inner-shadow, 25% opacity, 35% opacity.



#0B4DA1
#3878CF

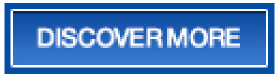
Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #ffffff stroke, 1px #000000 inner-shadow, 25% opacity, 35% opacity.

Click state (no drop shadow)



#0B4DA1
#3878CF

Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #000000 inner-shadow, 50% opacity.

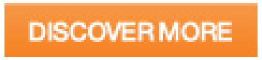


#0B4DA1
#3878CF

Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #ffffff stroke, 1px #000000 inner-shadow, 35% opacity, no drop-shadow.

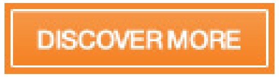
Orange buttons

Normal state



#F59644
#F58223

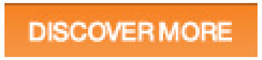
Text: #FFFFFF 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt.
Button styling: 1px #ffffff inner-shadow, 25% opacity, 35% opacity.



#F59644
#F58223

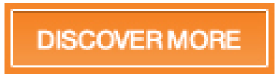
Text: #FFFFFF 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt.
Button styling: 1px #ffffff stroke, 1px #ffffff inner-shadow, 25% opacity, 35% opacity.

Hover state (inverted gradient)



#F58223
#F59644

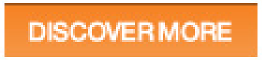
Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #ffffff inner-shadow, 25% opacity, 35% opacity.



#F58223
#F59644

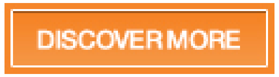
Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt .
Button styling: 1px #ffffff stroke, 1px #000000 inner-shadow, 25% opacity, 35% opacity.

Click state (no drop shadow)



#F58223
#F59644

Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #000000 inner-shadow, 50% opacity.



#F58223
#F59644

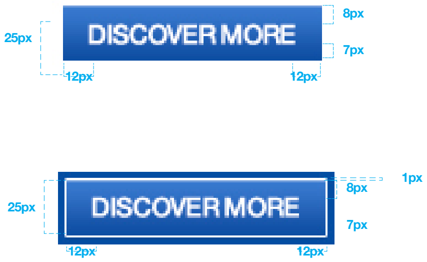
Text: #FFFFFF, 12pt Helvetica Neue Medium, uppercase and with a tracking of -25pt
Button styling: 1px #ffffff stroke, 1px #000000 inner-shadow, 35% opacity.

DIGITAL DESIGN SYSTEM
BUTTON SIZE AND USAGE

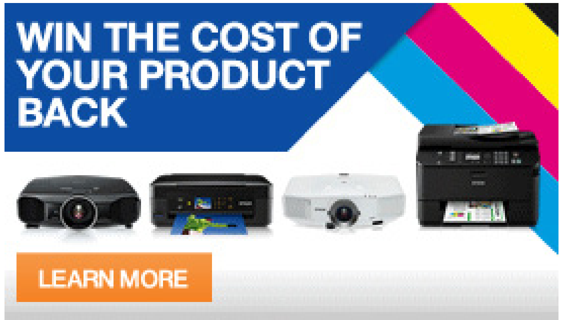
Button size
All button sizes are to be kept consistent across our digital touchpoints.

Height = 25px.
Width = 12px on both sides relative to the text content inside the button.

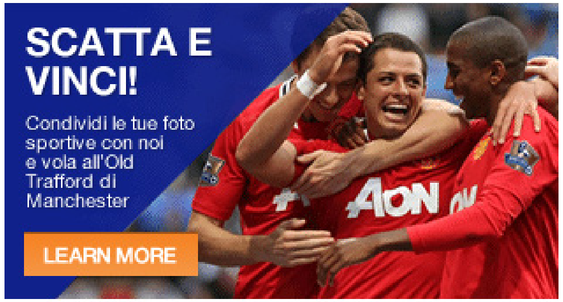
Whenever possible we place buttons in the bottom left corner of our online banners. Either on top of the parallelogram or a solid background, never cutting the button in half. For EDMs we mostly place buttons on the right-hand side of the content areas.


DISCOVER MORE
25px
8px
7px
12px
12px
DISCOVER MORE
1px
25px
8px
7px
12px
12px

Do's


WIN THE COST OF YOUR PRODUCT BACK
LEARN MORE

Don'ts


SCATTA E VINCI!
Condividi le tue foto sportive con noi e vola all'Old Trafford di Manchester
LEARN MORE
AON

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Online banners (external sites)
- Banner sizes
- Leaderboard
- MPU
- Skyscraper
- Expandable leaderboard
- Expandable MPU

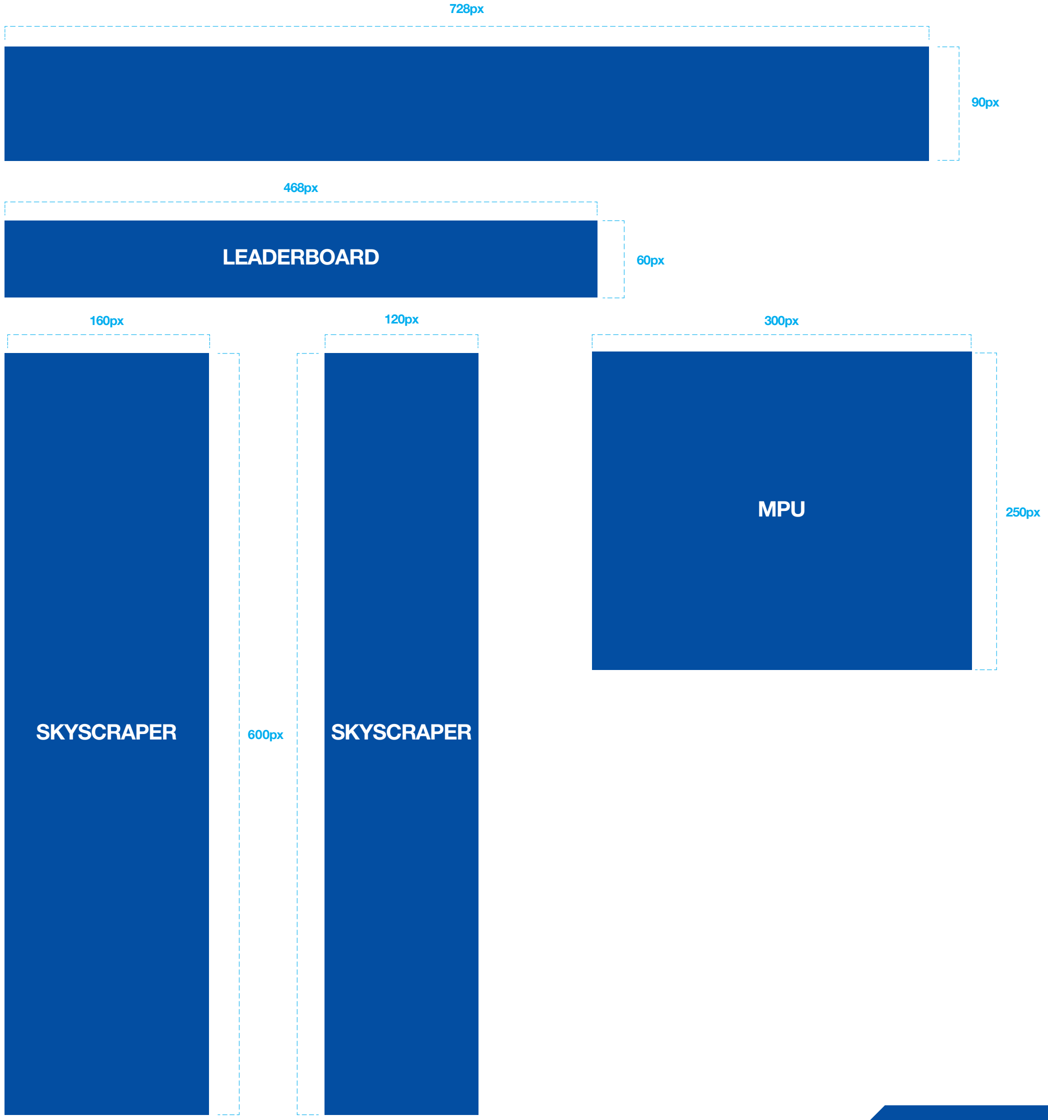
ONLINE BANNERS (EXTERNAL SITES)

Online banners are a key way to engage a large audience of current and potential customers. We keep the messaging impactful and simple to achieve maximum cut-through.

ONLINE BANNERS
BANNER SIZES

We have 5 standard sizes of external banners they are: leaderboards 728 x 90, 468 x 60, skyscrapers 160 x 600, 120 x 600 and MPU 300 x 250px. Leaderboards and MPUs can also be designed as expandable banners. Expandable leaderboard banners measure 728 x 90px closed and expand to approximately 728 x 360px. Expandable MPU banners measure 300 x 250px closed and expand to approximately 300 x 600px.

We use both stock and bespoke photography for our digital banner advertising. Depending on the level of media investment and scale of campaign. All images should be visually engaging, dynamic, and be cropped to maximise impact.



ONLINE BANNERS
LEADERBOARD

Leaderboard banners measure 728 x 90 or 468 x 60px. We use both static and animated banners.

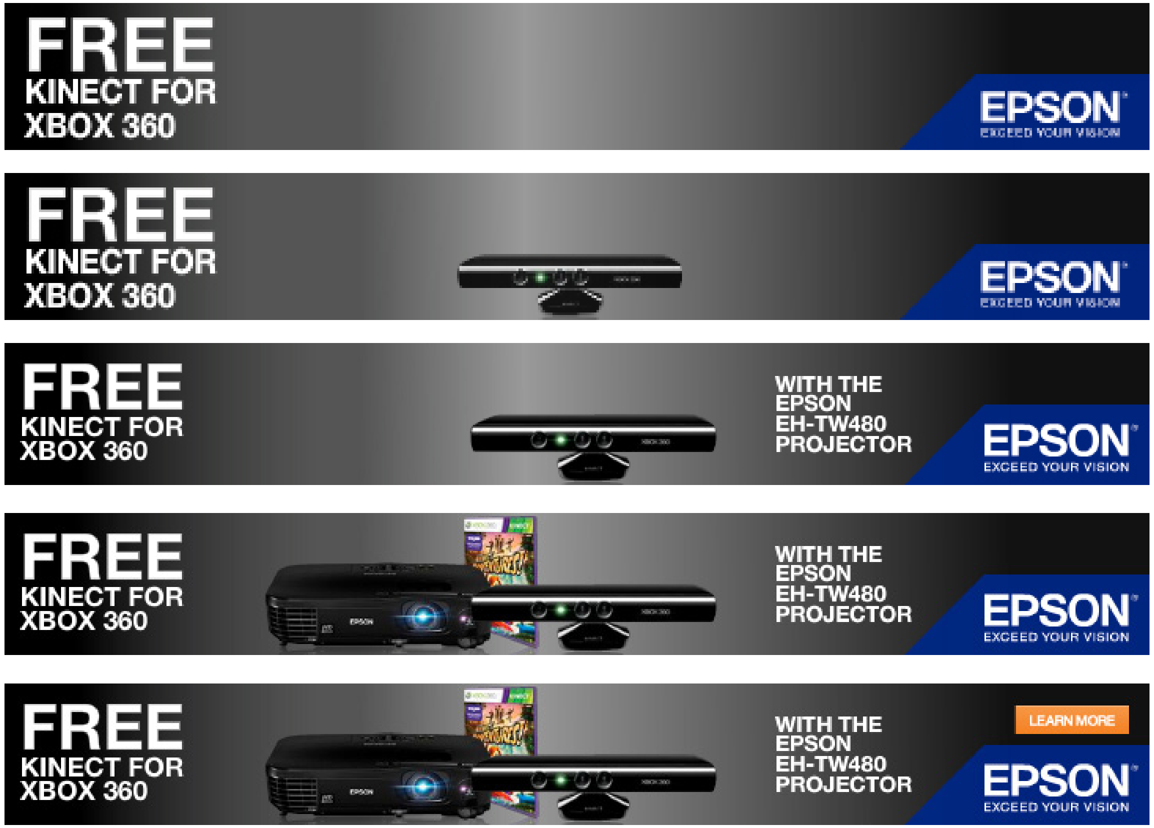
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

'Learn more' button
Our end frames should include a clickable button. Whenever possible, this should sit in the bottom left-hand corner below headline copy. Either on top of the parallelogram or a photographic image, never cutting the button in half. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

Logo
Whenever possible, our logo should be locked to the bottom right-hand corner and sit either in a blue parallelogram or on a dark, uncluttered part of the image. The Epson logos should always appear at the exact same time as the parallelogram that it sits in, and should not transition in before or after. For more detail on sizes refer to 'logo size' on page 12.

Leaderboard banner, 728 x 90px



ONLINE BANNERS
MPU

MPU banners measure 300 x 250px. Our MPUs can include video, animation and static imagery.

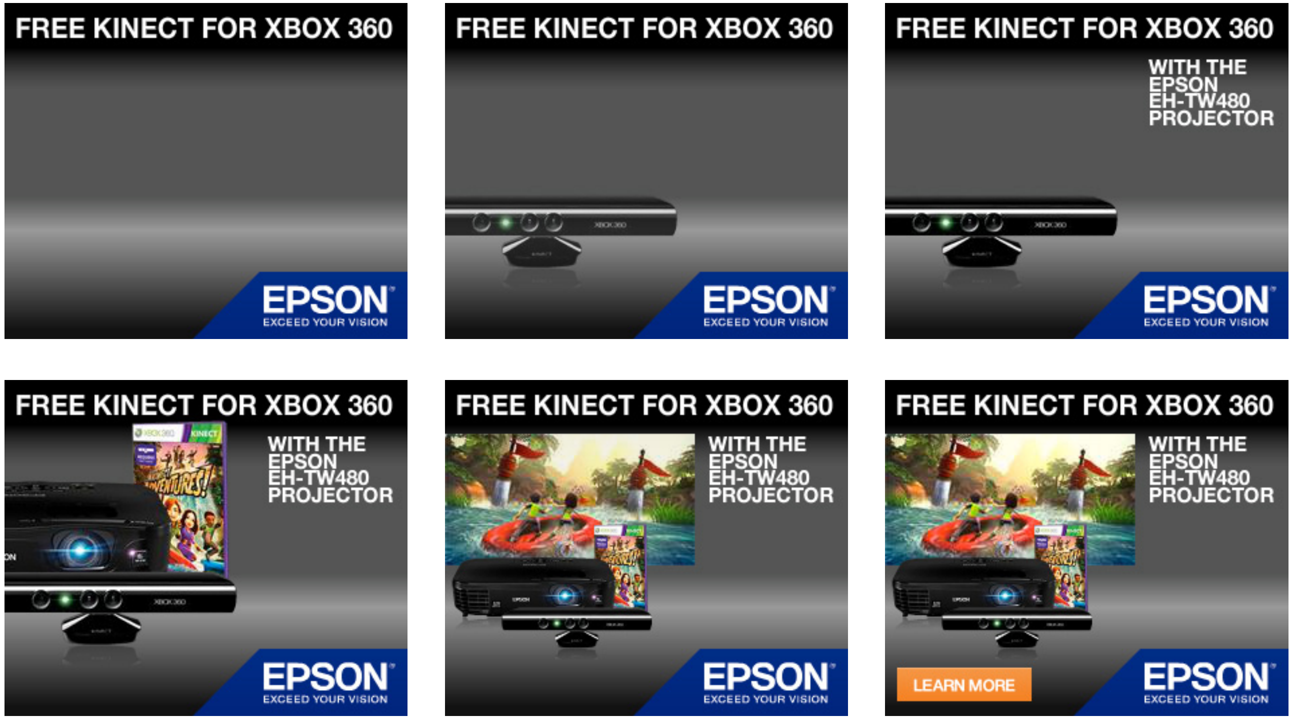
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

'Learn more' button
Our end frames should include a clickable button. Whenever possible, this should sit in the bottom left-hand corner below headline copy. Either on top of the parallelogram or a photographic image, never cutting the button in half. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

Logo
Whenever possible, our logo should be locked to the bottom right-hand corner and sit either in a blue parallelogram or on a dark, uncluttered part of the image. The Epson logos should always appear at the exact same time as the parallelogram that it sits in, and should not transition in before or after. For more detail on sizes refer to 'logo size' on page 12.

MPU banner, 300 x 250px



ONLINE BANNERS
SKYSCRAPER

- Banner sizes
- Leaderboard
- MPU
- Expandable leaderboard–Expandable MPU

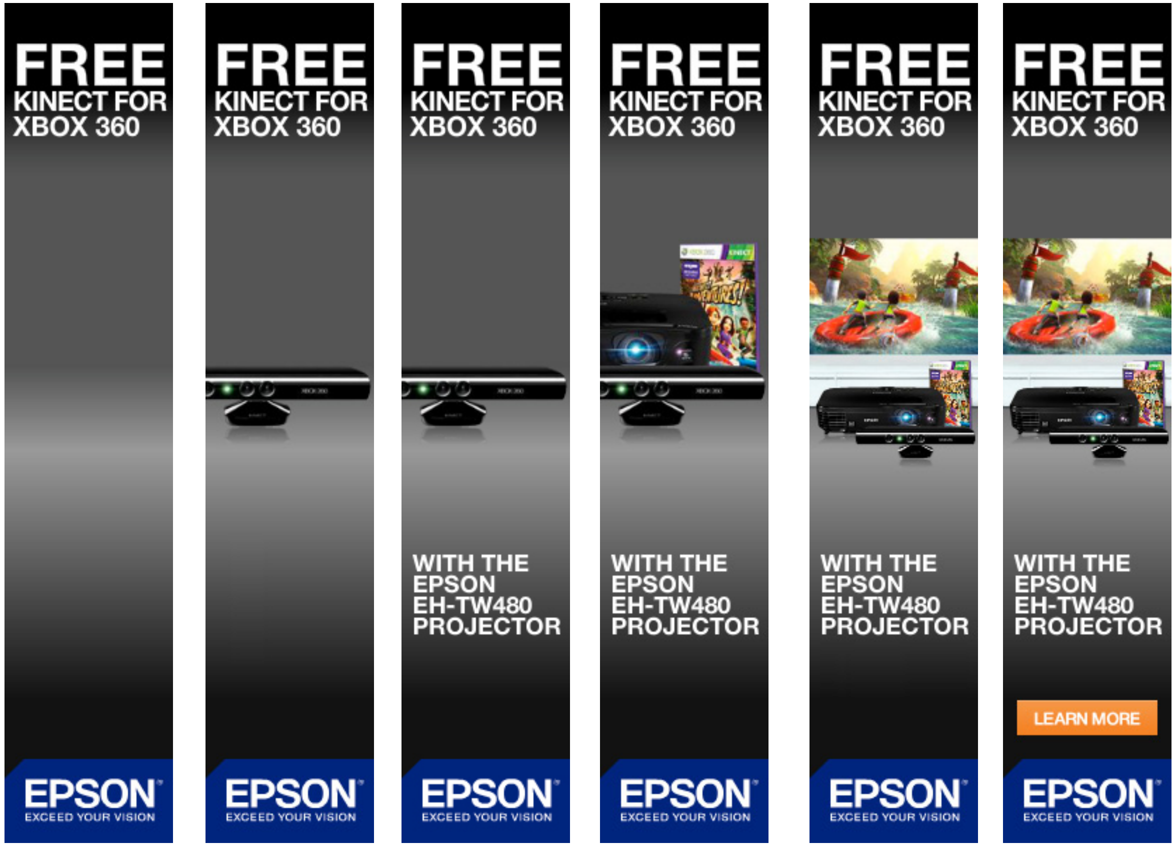
Skyscraper banners measure 120 x 600px or 160 x 600px. We use both static and animated banners.

Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

'Learn more' button
Our end frames should include a clickable button. Whenever possible, this should sit in the bottom left-hand corner below headline copy. Either on top of the parallelogram or a photographic image, never cutting the button in half. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

Logo
Whenever possible, our logo should be locked to the bottom and sit either in a blue parallelogram or on a dark, uncluttered part of the image. The Epson logos should always appear at the exact same time as the parallelogram that it sits in, and should not transition in before or after. For more detail on sizes refer to 'logo size' on page 12.



ONLINE BANNERS
EXPANDABLE LEADERBOARD

Expandable leaderboard banners measure 728 x 90px closed and expand to approximately 728 x 360px.

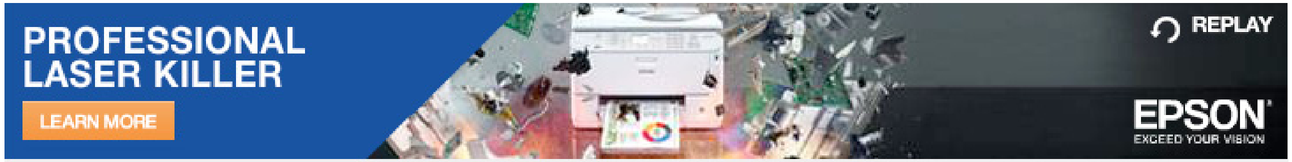
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

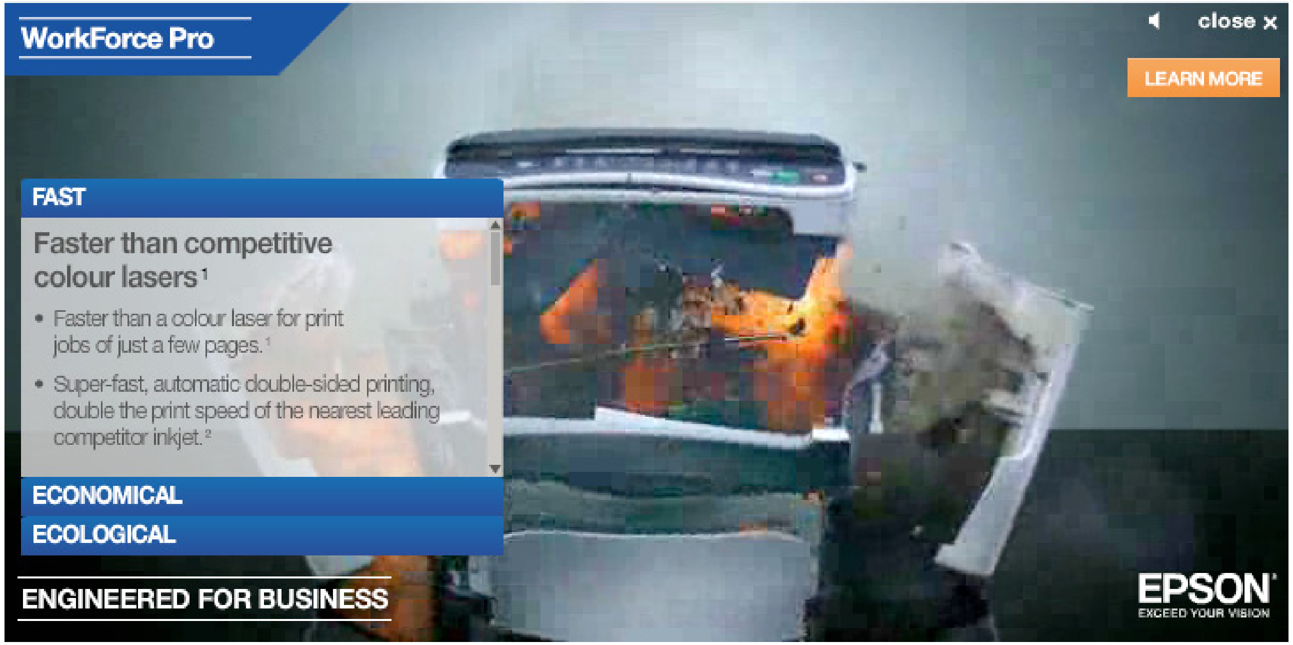
'Learn more' button
Our end frames should include a clickable button. Whenever possible, this should sit in the bottom left-hand corner below headline copy. Either on top of the parallelogram or a photographic image, never cutting the button in half. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

Logo
Whenever possible, our logo should be locked to the bottom right-hand corner and sit either in a blue parallelogram or on a dark, uncluttered part of the image. The Epson logos should always appear at the exact same time as the parallelogram that it sits in, and should not transition in before or after. For more detail on sizes refer to 'logo size' on page 12.

Leaderboard banner, 728 x 90px



Expandable leaderboard banner, 728 x 360px



Faster than competitive colour lasers[1]

- Faster than a colour laser for print jobs of just a few pages.[1]
- Super-fast, automatic double-sided printing, double the print speed of the nearest leading competitor inkjet.[2]

Always display a 'close' button and a 'mute' button when using audio.

ONLINE BANNERS
EXPANDABLE MPU

Expandable MPU banners measure 300 x 250px closed and expand to approximately 300 x 600px.

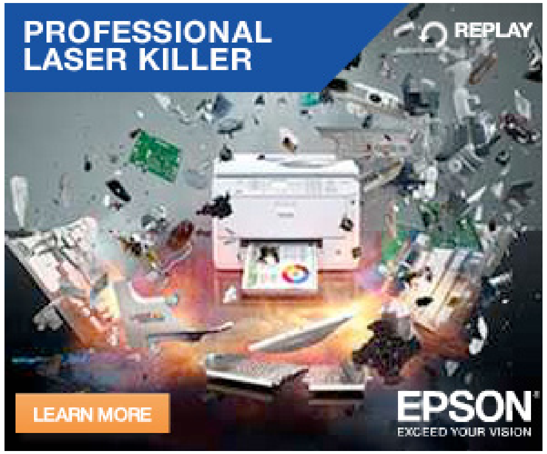
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

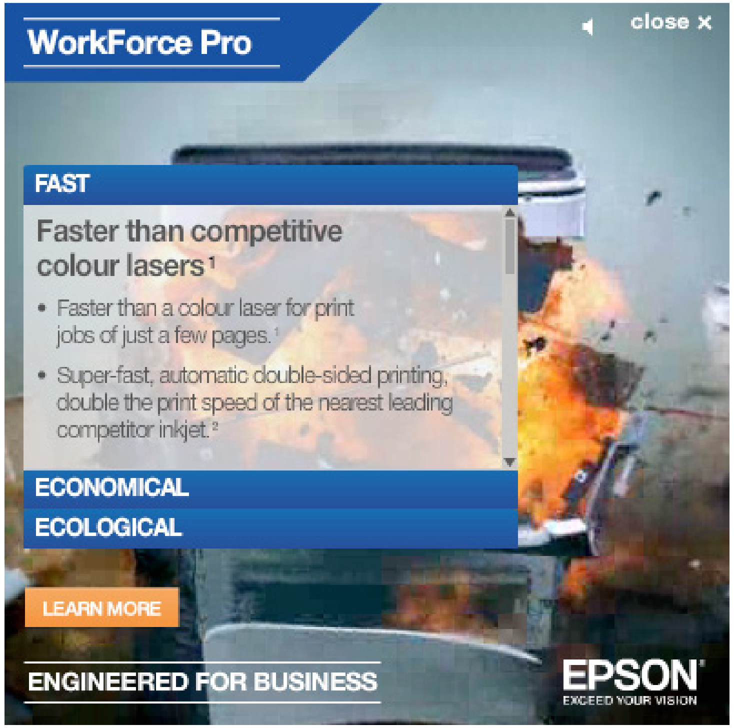
'Learn more' button
Our end frames should include a clickable button. Whenever possible, this should sit in the bottom left-hand corner below headline copy. Either on top of the parallelogram or a photographic image, never cutting the button in half. A keyline button can also be used to increase legibility when placing buttons on dark photographic imagery. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

Logo
Whenever possible, our logo should be locked to the bottom right-hand corner and sit either in a blue parallelogram or on a dark, uncluttered part of the image. The Epson logos should always appear at the exact same time as the parallelogram that it sits in, and should not transition in before or after. For more detail on sizes refer to 'logo size' on page 12.

MPU banner, 300 x 250px



Expandable MPU banner, 300 x 600px



Faster than competitive colour lasers[1]

- Faster than a colour laser for print jobs of just a few pages.[1]
- Super-fast, automatic double-sided printing, double the print speed of the nearest leading competitor inkjet.[2]

Always display a 'close' button and a 'mute' button when using audio.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Epson Onsite teaser banners
- Teaser banner sizes
- Carousel teaser banner
- Footer teaser banners
- Carousel and footer in situ
- Side teaser banners
- EDM teaser banners

EPSON ONSITE TEASER BANNERS

We use our homepage carousel and footer teaser banners as a primary way to display our products and keep customers engaged with new promotional messaging.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Epson Onsite teaser banners
- **Teaser banner sizes**
- Carousel teaser banner
- Footer teaser banners
- Carousel and footer in situ
- Side teaser banners
- EDM teaser banners

EPSON ONSITE TEASER BANNERS
TEASER BANNER SIZES

Teaser banners sizes
Carousel teaser banner, 571 x 367px.

Footer teaser banner, 313 x 198px.
(15px top & bottom transparent)

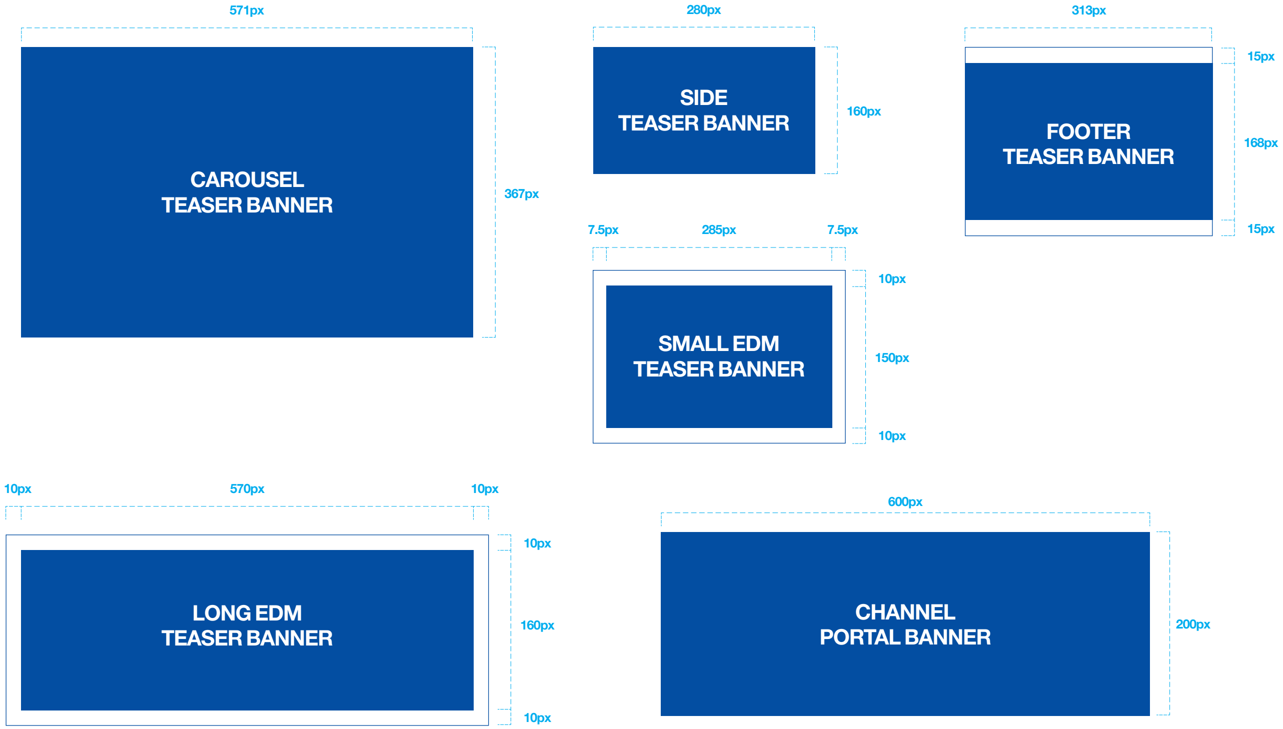
Side teaser banner, 280 x 160px.

Small teaser banner for EDM,
285 x 150px. (with frame 300 x 170px)

Long teaser banner for EDM,
570 x 160px. (with frame 590 x 180px)

Channel portal banner, 600 x 200px.

For EDM teasers, the frame should be integrated into the teaser production and serves as a borderline between editorial and the navigation bar.


571px
367px
CAROUSEL TEASER BANNER
280px
160px
SIDE TEASER BANNER
313px
15px
168px
15px
FOOTER TEASER BANNER
7.5px
285px
7.5px
10px
150px
10px
SMALL EDM TEASER BANNER
10px
570px
10px
10px
160px
10px
LONG EDM TEASER BANNER
600px
200px
CHANNEL PORTAL BANNER

Name	Width x height px	Max file size	File format
Carousel teaser	571 x 367px	n/a	JPG
Side teaser	280 x 160px	n/a	PNG or JPG
Footer teaser	313 x 198px, (15px x top & bottom transparent)	n/a	PNG
Channel portal banner	600 x 200px	n/a	JPG
Long EDM teaser	570 x 160px, (590 x 180px with frame)	100 kb	JPG
Small EDM teaser	285 x 150px, (300 x 170px with frame)	100 kb	JPG

EPSON ONSITE TEASER BANNERS
CAROUSEL TEASER BANNER

Epson Onsite teaser banners
- Teaser banner sizes
- **Carousel teaser banner**
- Footer teaser banners
- Carousel and footer in situ
- Side teaser banners
- EDM teaser banners

Our carousel banners measure 571 x 367px, and sit below the masthead on our homepage. In order to deal with different images and varying amounts of copy, we've created several ways to apply our graphic system, examples of which are opposite.

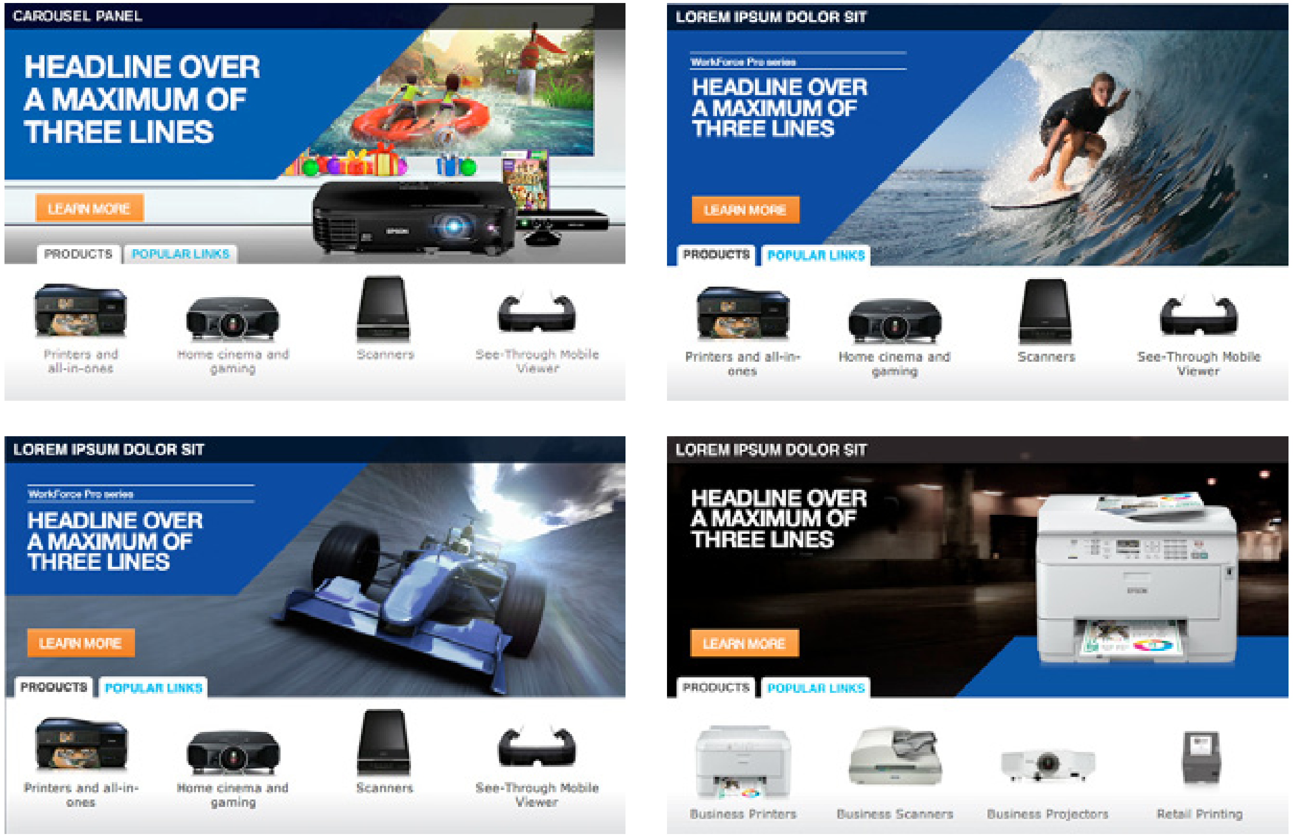
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

'Learn more' button
Our carousel banners should include a clickable button. Whenever possible this should sit in the bottom left corner, 20px off the bottom. Either on top of the parallelogram or a photographic image, never cutting the button in half. For more detail refer to 'button style' and 'button size and usage' on page 101 – 102.

Logo
We do not need to use the Epson logo on these banners as they are on our own website.

Multiple layouts for carousel teaser banners


CAROUSEL PANEL
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
PRODUCTS
POPULAR LINKS
Printers and all-in-ones
Home cinema and gaming
Scanners
See-Through Mobile Viewer
LOREM IPSUM DOLOR SIT
WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
PRODUCTS
POPULAR LINKS
Printers and all-in-ones
Home cinema and gaming
Scanners
See-Through Mobile Viewer
LOREM IPSUM DOLOR SIT
WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
PRODUCTS
POPULAR LINKS
Printers and all-in-ones
Home cinema and gaming
Scanners
See-Through Mobile Viewer
LOREM IPSUM DOLOR SIT
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
PRODUCTS
POPULAR LINKS
Business Printers
Business Scanners
Business Projectors
Retail Printing

EPSON ONSITE TEASER BANNERS
FOOTER TEASER BANNERS

Our footer banners measure 313 x 198px (15px top & bottom transparent), and sit below the carousel on our homepage. In order to deal with different images and varying amounts of copy, we've created several ways to apply our graphic system, examples of which are opposite.

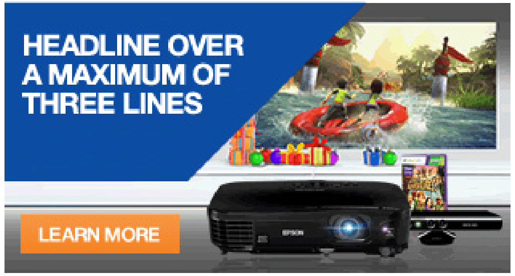
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image.

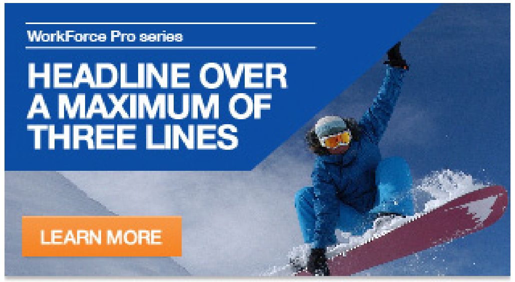
Range/product name or sub-headline
When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

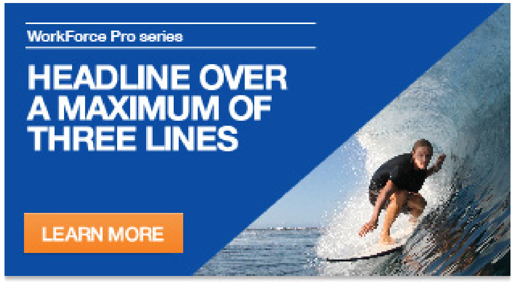
'Learn more' button
Our carousel banners should include a clickable button. Whenever possible this should sit in the bottom left corner, 20px off the bottom. Either on top of the parallelogram or a photographic image, never cutting the button in half. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

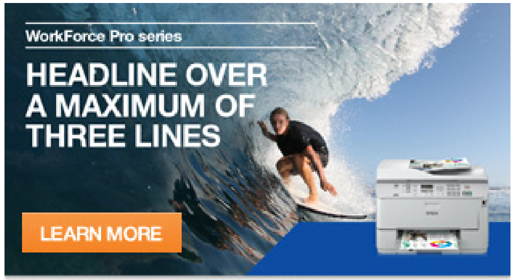
Logo
We do not need to use the Epson logo on these banners as they are on our own website.

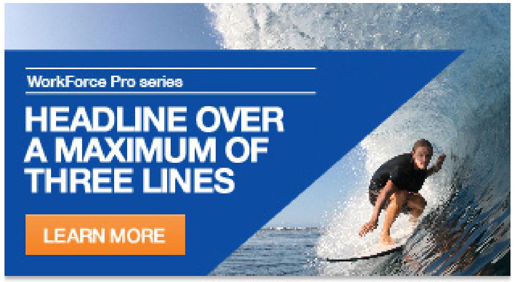
Multiple layouts for footer teaser banners


HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE


WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE


WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE


WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE

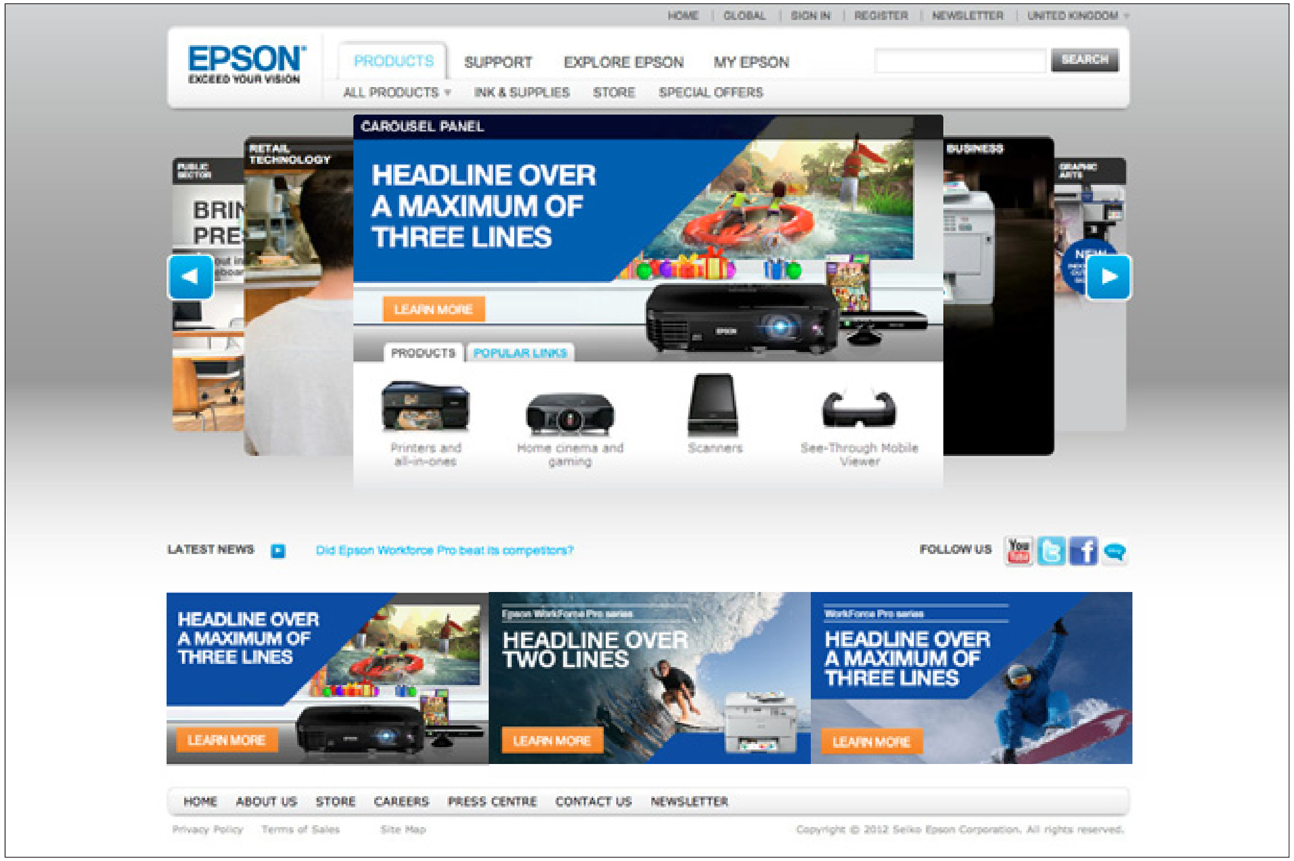

WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Epson Onsite teaser banners
- Teaser banner sizes
- Carousel teaser banner
- Footer teaser banners
- **Carousel and footer in situ**
- Side teaser banners
- EDM teaser banners

EPSON ONSITE TEASER BANNERS
CAROUSEL AND FOOTER TEASER BANNERS IN SITU

The example opposite shows our carousel and multiple footer banners in place on our homepage.


HOME | GLOBAL | SIGN IN | REGISTER | NEWSLETTER | UNITED KINGDOM
EPSON EXCEED YOUR VISION
PRODUCTS
SUPPORT
EXPLORE EPSON
MY EPSON
SEARCH
ALL PRODUCTS
INK & SUPPLIES
STORE
SPECIAL OFFERS
PUBLIC SECTOR
RETAIL TECHNOLOGY
CAROUSEL PANEL
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
BUSINESS
GRAPHIC ARTS
PRODUCTS
POPULAR LINKS
Printers and all-in-ones
Home cinema and gaming
Scanners
See-Through Mobile Viewer
LATEST NEWS
Did Epson Workforce Pro beat its competitors?
FOLLOW US
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
Epson WorkForce Pro series
HEADLINE OVER TWO LINES
LEARN MORE
WorkForce Pro series
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
HOME
ABOUT US
STORE
CAREERS
PRESS CENTRE
CONTACT US
NEWSLETTER
Privacy Policy
Terms of Sales
Site Map
Copyright © 2012 Seiko Epson Corporation. All rights reserved.

EPSON ONSITE TEASER BANNERS
SIDE TEASER BANNERS

Our side banners measure 280 x 160px, and sit on the right-hand side. In order to deal with different images and varying amounts of copy, we've created several ways to apply our graphic system, examples of which are opposite.

Headlines

Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image.

Range/product name or sub-headline

When used, it should sit directly above body copy between two keylines. Sub-headlines are Helvetica Neue Bold 75, sentence case, and the copy should either be white or 90% black depending on the colour of the background image.

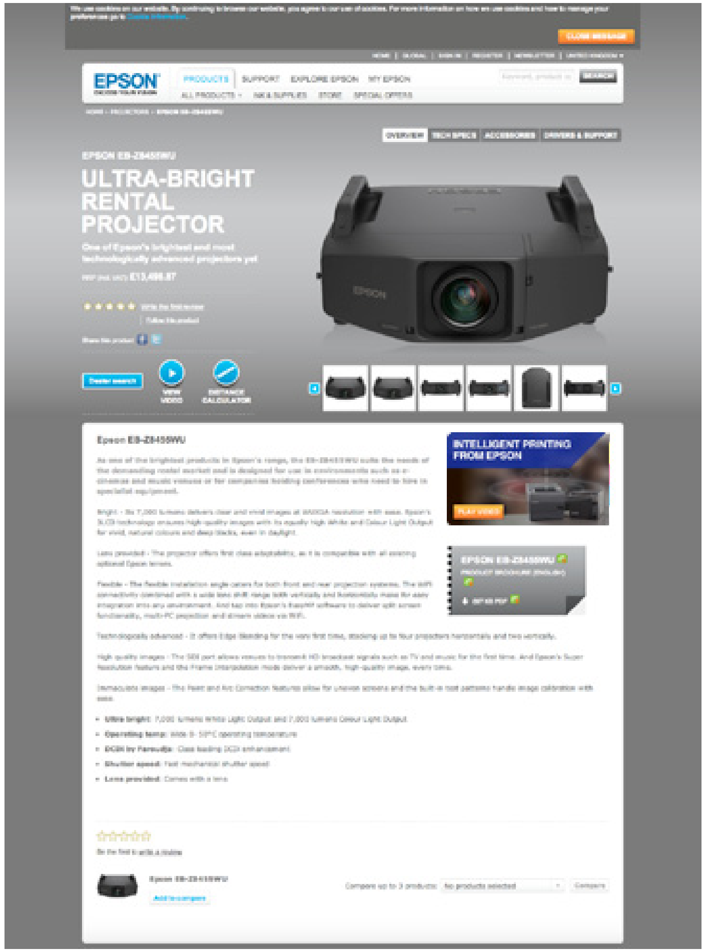
'Learn more' button

Our side teaser banners should include a clickable button. Whenever possible this should sit in the bottom left corner, 20px off the bottom. Either on top of the parallelogram or a photographic image, never cutting the button in half. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

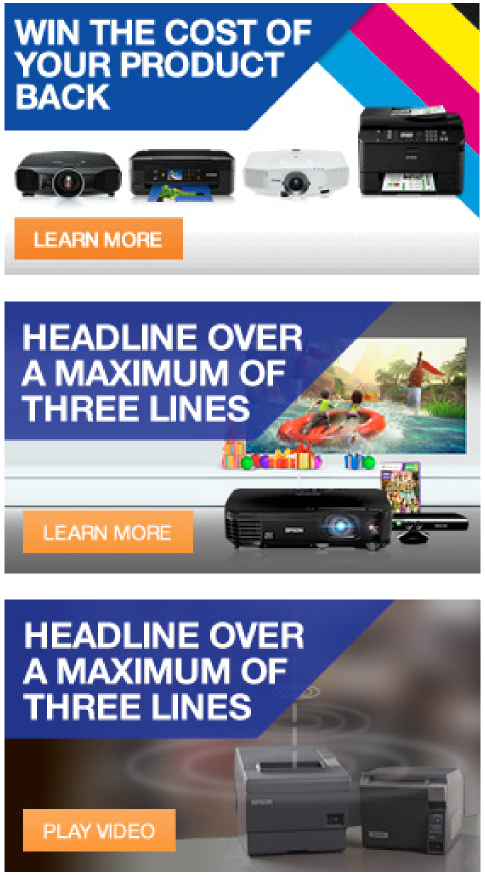
Logo

We do not need to use the Epson logo on these banners as they are on our own website.

Side teaser banner in situ


EPSON
EPSON EB-Z8455WU
ULTRA-BRIGHT RENTAL PROJECTOR
INTELLIGENT PRINTING FROM EPSON
EPSON EB-Z8455WU

Layout for side teaser banners


WIN THE COST OF YOUR PRODUCT BACK
LEARN MORE
HEADLINE OVER A MAXIMUM OF THREE LINES
LEARN MORE
HEADLINE OVER A MAXIMUM OF THREE LINES
PLAY VIDEO

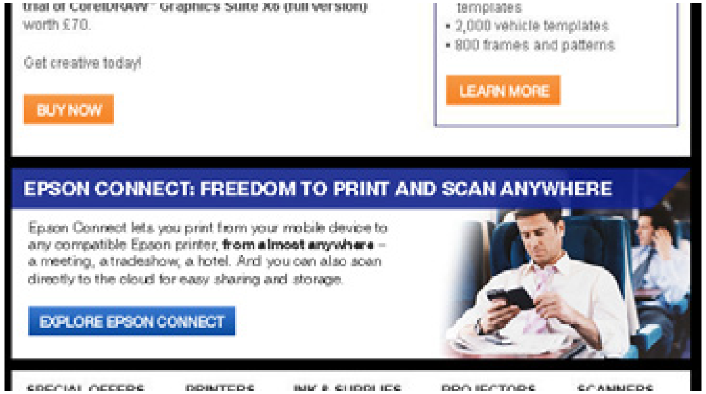
EPSON ONSITE TEASER BANNERS
EDM TEASER BANNERS

Our small EDM banners teasers measure, 285 x 150px and 300 x 170px with frame. Long teaser, 570 x 160px, 590 x 180px with frame. In order to deal with different images and varying amounts of copy, we've created several ways to apply our graphic system, examples of which are on the right-hand side.

Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image. Headlines should not exceed three lines.

'Learn more' button
Our EDM teaser banners should include a clickable button. Whenever possible this should sit in the bottom left corner, 20px off the bottom. Either on top of the parallelogram or a photographic image, never cutting the button in half. For more details refer to 'button style' and 'button size and usage' on pages 101 – 102.

EDM long teaser banner in situ



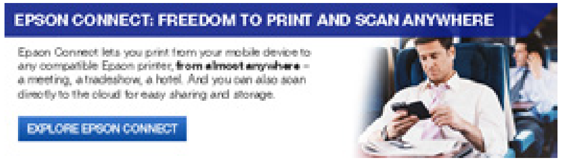
Get creative today!

• 2,000 vehicle templates
• 800 frames and patterns

Epson Connect lets you print from your mobile device to any compatible Epson printer, **from almost anywhere** – a meeting, a tradeshow, a hotel. And you can also scan directly to the cloud for easy sharing and storage.

worth £70.
BUY NOW
templates
LEARN MORE
EPSON CONNECT: FREEDOM TO PRINT AND SCAN ANYWHERE
EXPLORE EPSON CONNECT

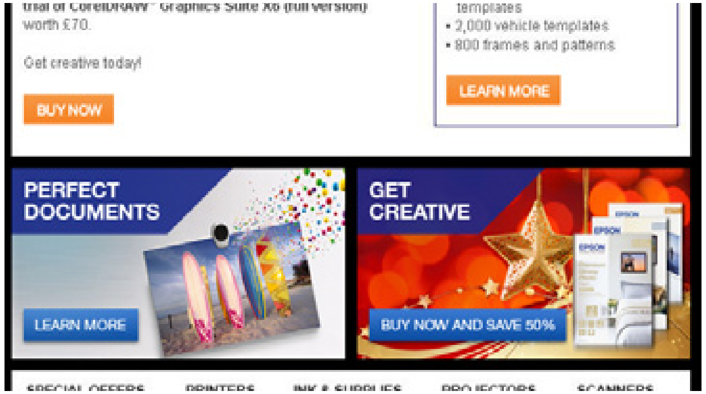
Layout for EDM long teaser banners



Epson Connect lets you print from your mobile device to any compatible Epson printer, **from almost anywhere** – a meeting, a tradeshow, a hotel. And you can also scan directly to the cloud for easy sharing and storage.

EPSON CONNECT: FREEDOM TO PRINT AND SCAN ANYWHERE
EXPLORE EPSON CONNECT

EDM short teaser banner in situ

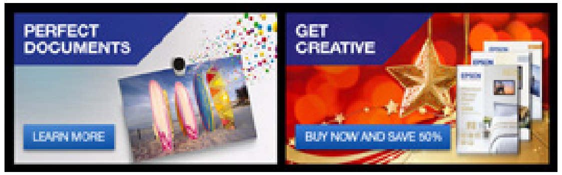


Get creative today!

• 2,000 vehicle templates
• 800 frames and patterns

worth £70.
BUY NOW
templates
LEARN MORE
PERFECT DOCUMENTS
LEARN MORE
GET CREATIVE
BUY NOW AND SAVE 50%

Layout for EDM short teaser banners



PERFECT DOCUMENTS
LEARN MORE
GET CREATIVE
BUY NOW AND SAVE 50%

EDMs

We use EDMs as a key way to deliver targeted messaging to new and valued customers.

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

EDMs
– **EDMs**

EDMs
EDMs

In order to deal with different images and varying amounts of copy, we've created several ways to apply our graphic system to EDMs, examples of which are opposite.

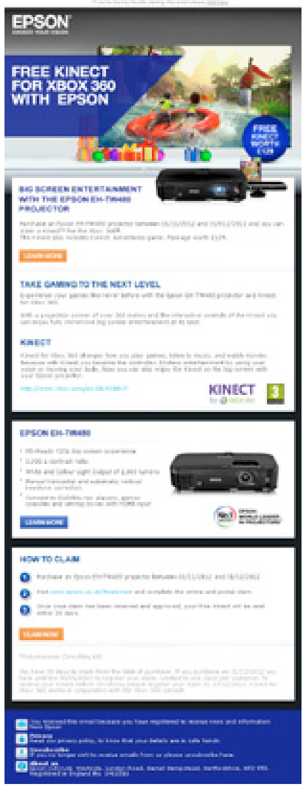
Headlines
Headlines are Helvetica Neue Bold 75, all uppercase, and should be either white or 90% black depending on the colour of the background image.

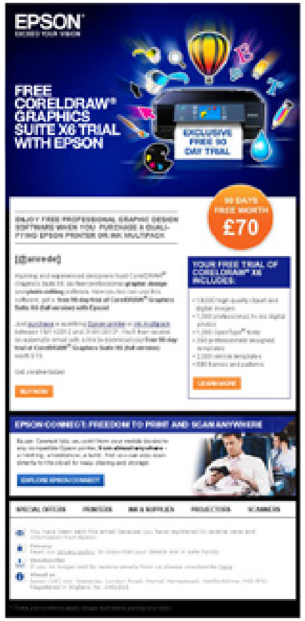
Range/product name or sub-headline
Copy can be separated by having sub-headlines in blue header boxes with square corners. Keylines are also used to help separate body copy.

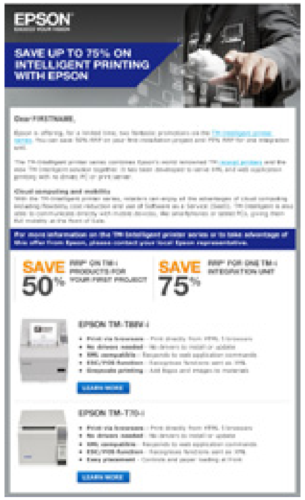
'Learn more' button
Our EDMs should include clickable buttons. We mostly place buttons on the left-hand side of the EDMs. We also sometimes use orange call-to-action buttons with more immediate messaging, such as 'BUY NOW'. For more details refer to 'button style' and 'button size and usage'on pages 101 – 102.

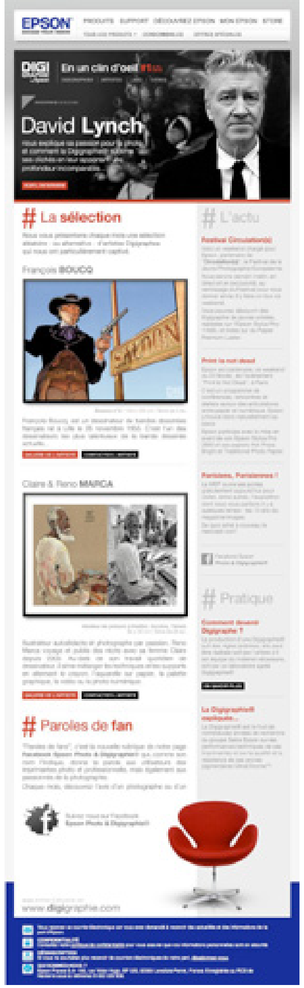
Note: Don't use rounded corners, all text and image panels have 90° angled corners. The blue angular bar should only be used once within the design. The blue footer panel containing text should always be horizontal and bleed off both edges, never use the parallelogram as a footer.

Examples of various EDM layouts


EPSON
FREE KINECT FOR XBOX 360 WITH EPSON
FREE KINECT WORTH £129
BIG SCREEN ENTERTAINMENT WITH THE EPSON EH-TW480 PROJECTOR
TAKE GAMING TO THE NEXT LEVEL
KINECT
EPSON EH-TW480
HOW TO CLAIM


EPSON
FREE CORELDRAW® GRAPHICS SUITE X6 TRIAL WITH EPSON
EXCLUSIVE FREE 90 DAY TRIAL
90 DAYS FREE WORTH £70
YOUR FREE TRIAL OF CORELDRAW® X6 INCLUDES:
EPSON CONNECT: FREEDOM TO PRINT AND SCAN ANYWHERE


EPSON
SAVE UP TO 75% ON INTELLIGENT PRINTING WITH EPSON
SAVE 50%
SAVE 75%
EPSON TM-T88V-i
EPSON TM-T70-i


EPSON
DIGI
David Lynch
# La sélection
# L'actu
François BOUCQ
Claire & Reno MARCA
# Pratique
# Paroles de fan
www.digigraphie.com

INTRODUCTION
BRAND POSITIONING
VISUAL IDENTITY ELEMENTS
DESIGN SYSTEM
DIGITAL DESIGN SYSTEM
TONE OF VOICE
FURTHER INFORMATION

Tone of voice
– Tone of voice principles

SECTION 5: TONE OF VOICE

In life, the way we talk communicates our values, our attitudes and opinions – all the things that give us our personality. As with a person, it's our personality that makes our voice distinctive and recognisable. It's why our voice must be accessible, concise and consistent.

TONE OF VOICE
TONE OF VOICE PRINCIPLES

Our personality is defined by our commitment to inspirational technology for a better future. By understanding what our customers want, we can communicate with them in a simple, straightforward and understandable way.

Remember
Always read aloud what you write. If it sounds complicated, unnatural or bland to you, that's how it's likely to sound to everyone else.

TONE OF VOICE: DO'S

1. **Be balanced**
   Try to talk about both capability and insight in the same sentence:

   The Epson Stylus Photo RX685 provides vivid pin-sharp quality printing for people who don't compromise on colour.

   The sentence feels balanced, with both the technological capability of the product and the insight into the consumer need being given an equal amount of focus.
2. **Be concise**
   Wherever possible, use the simpler word. For example, say *reach*, not *attain*. *Buy* not *procure*. Make your point in the shortest way possible.
3. **Be meticulous**
   Epson is a precise company, so ensure punctuation and grammar are correct.
4. **Be accessible and personal**
   Say *we* and *ours*, you and *yours* – not *it* and *its*, *they* and *theirs*.

TONE OF VOICE: DON'TS

1. **Don't overuse adjectives and adverbs**
   Over-description can be counter-productive. Try to use a few perfectly placed descriptions to capture the emotional and technical benefits: *vivid, pin-sharp quality and breathtaking, full colour printing.*
2. **Don't be lazy**
   Business language can slip into cliché and predictable phrases. This doesn't capture our innovative nature. Don't use phrases like: *run with it, off-line conversations, pushing back on clients, out-of-the-box thinking.*
3. **Don't be inconsistent**
   Our tone is the same whatever the audience or medium. Whether it's business or consumer, it's the vocabulary that changes. Think of it as holding the same conversation with a series of different people.
4. **Don't be inaccessible**
   Whenever possible, link messages to the audience.

FURTHER INFORMATION

If you have any questions, please contact the EMD creative team.

Our online guidelines are being updated as further elements are developed. An additional section on our new website design will be added.

The colours used throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Colour Standards. Consult current Pantone publications for accurate colour.

PANTONE® is the property of Pantone, Inc.

EPSON®